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SS 721/2

THE SOCIAL SURVEY

EXPENDITURE ON ACCOMMODATION  
WHILE AWAY FROM HOME - 1964

by W. F. F. Kemsley

This report contains information relating to consumers' expenditure in 1964 on accommodation in the United Kingdom occupied while on holiday or temporarily away for any other reason. It is based on a combined postal and interview survey made by the Social Survey late in 1964 and early 1965.

SS 721/2



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Consumers' Expenditure on Accommodation while away from Home - 1964

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Accommodation Away from Home - 19641. Purpose

This survey was made by the Government Social Survey at the request of the Board of Trade for the purpose of estimating consumers' expenditure in 1964 on accommodation occupied temporarily. It covered expenditure on accommodation in the United Kingdom while on holiday and on other visits away from home. All types of accommodation were included ranging from hotels and guest houses to rooms where the holidaymaker provided his own food, and camping sites.

Information on expenditure was obtained directly from members of the public, who were asked for the total amount paid to the establishments in which they stayed for one night or more. The results therefore include the cost of meals and other services when provided by the establishment, but exclude food purchased by the holidaymaker; thus, the survey gives an estimate of the turnover of various kinds of establishments, information which cannot be obtained directly except for licensed hotels because comprehensive lists of establishments do not exist. A similar survey was made for the Board of Trade by the Social Survey in 1960. The results obtained from this survey exclude expenditure on accommodation occupied permanently; in particular, by permanent residents of hotels, boarding houses and guest houses. Some remarks on this subject will be found in section A.10 of the Appendix.

2. Brief description of Method

The survey was made partly by postal questionnaire and partly by interview. A postal questionnaire was sent to just over 5,000 adults towards the end of 1964 and from the answers to these questionnaires nearly 2,500 individuals were eliminated as not having any expenditure within the survey definition. The remainder and non-respondents to the postal enquiry were then visited by interviewers in the early part of 1965. At the interview each informant was asked about the various visits he or she had made, and the amount spent at each establishment. Included also were questions on similar expenditure incurred by any children of the informant. Further details on the sample and on the survey procedure will be found in the Appendix. Information was obtained from 4,338 individuals, of whom 1,618 had incurred expenditure within the field covered by the survey.

3. Summary of results

The principal results are shown in Table 1. They are given as averages per adult because the sample consisted of persons aged 21 and over; if the data were expressed as per head (over the whole age range) the averages would be reduced to about two-thirds of the level. Total expenditure covered by the survey was £6.67 per adult, and as there are about 36 million adults in Great Britain, the total national expenditure for the field covered by the survey may be estimated as about £240 million. Nearly 40% of this was spent in licensed hotels. Table 1 is in three divisions - holidays and other occasional visits; regular visits; and visits by unaccompanied children. This division corresponds to the main sections of the interview questionnaire.

/Table 1

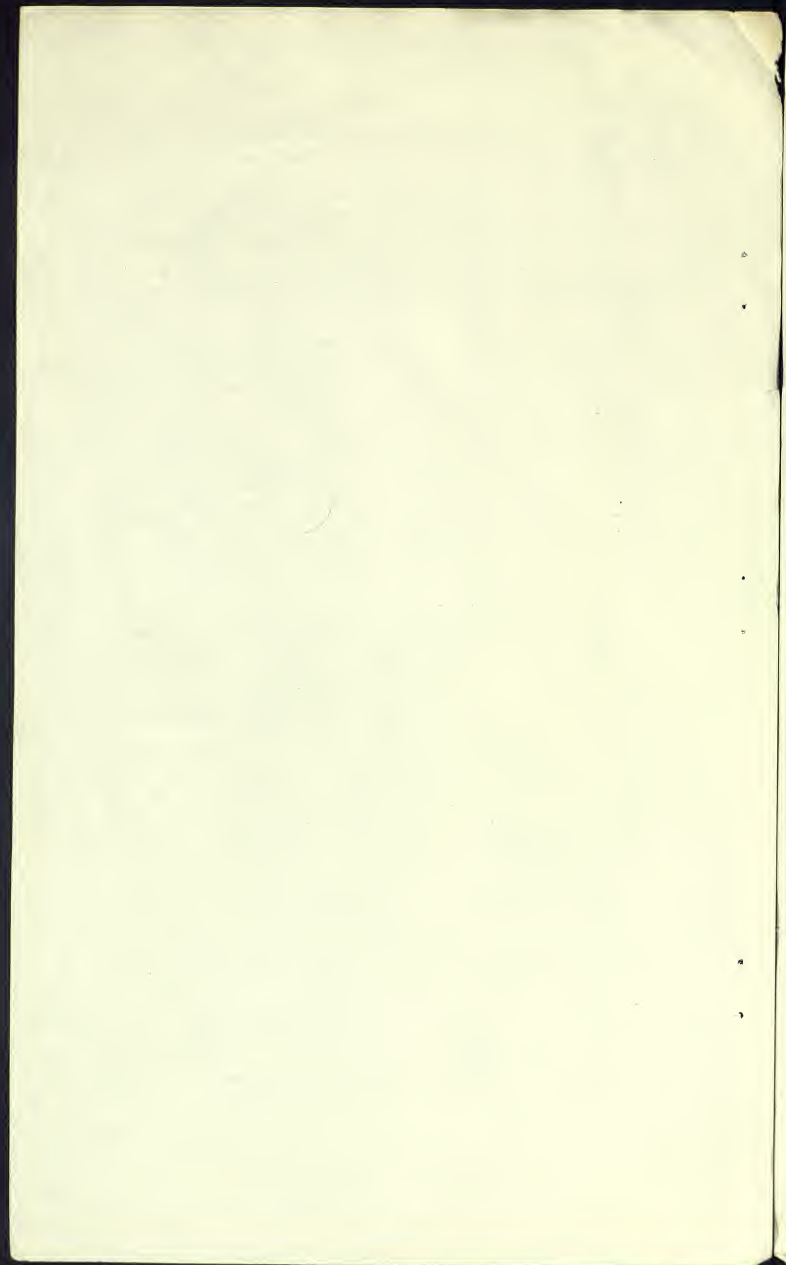


Table 1

- 2 -

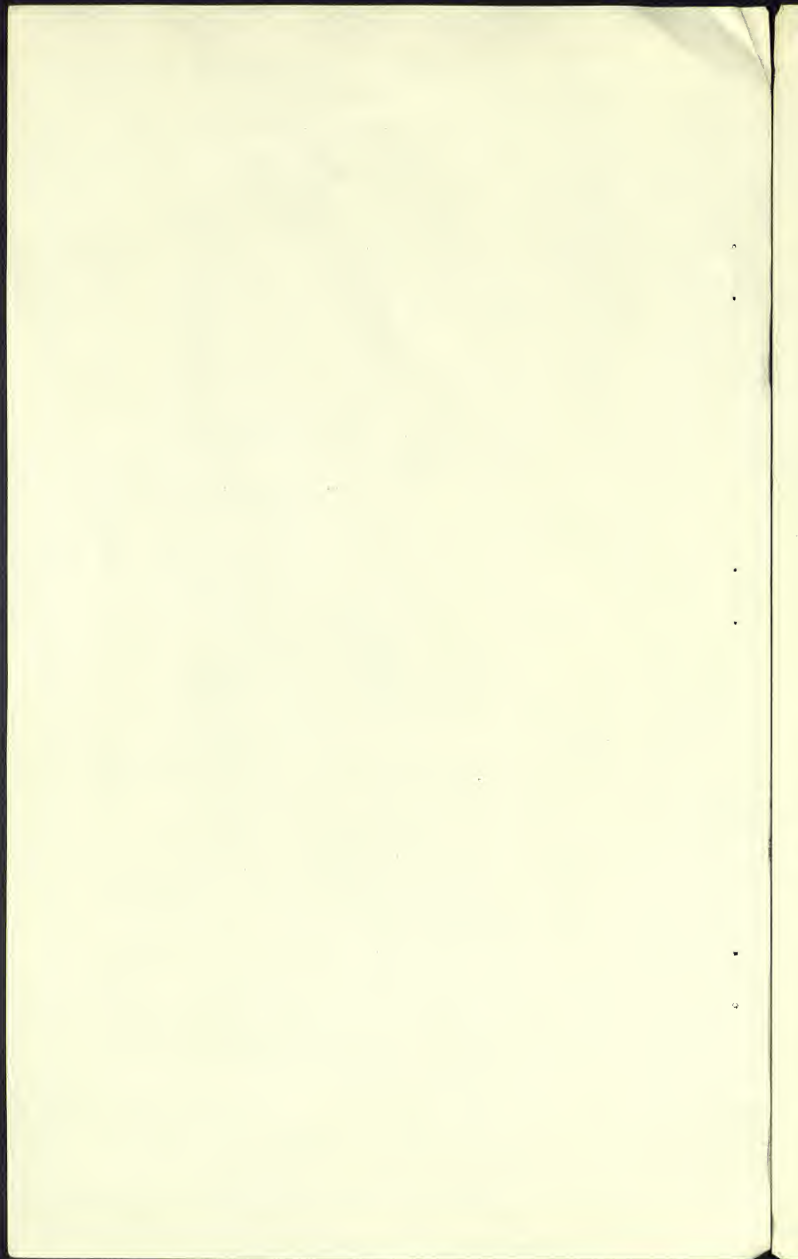
Expenditure in the Main Categories

	Mean expenditure averaged over all adults in sample	
	<u>1964</u>	<u>1960</u>
	£	£
Holidays and other occasional visits:		
Licensed hotel	1.61	1.36
Unlicensed hotel	0.51	0.63
Boarding house etc.	1.38	1.24
All other	1.34	1.05
Regular visits:		
Licensed hotel	0.98	1.19
All other	0.54	0.86
Visits by unaccompanied children:		
All	0.31	0.20
Total expenditure for the year	6.67	6.53
Business expenses included in above	1.59	1.87
Number of adults in sample	4338	2283

In the case of holidays and other occasional visits expenditure was about £10 per visit, or £14.3 per person, since on average each person going away made nearly one and half visits in 1964. Naturally, total expenditure by regular visitors was considerably higher, about £112 per person in 1964. Nearly one quarter of the total expenditure covered in this survey came from people who made regular visits, and because only a few people were involved this part of the data has a high sampling variation. For this and other reasons the estimates of expenditure associated with regular visits is the least well established part of the information.

Included in these figures is expenditure which was charged to a business. Of the total of £6.67 per adult, £1.59 was accounted for as business expenditure, or 23.8 per cent; the greater part of this was incurred by people who made regular visits. The total expenditure by regular visitors when averaged over all adults in the sample was £1.52; of this, £1.28 or 84.2 per cent was business.

Table 1 also includes corresponding data from the 1960 survey. The main features of the two inquiries were similar, but as a result of our earlier experience some changes in technique were introduced in 1964, and the two sets of figures may not be entirely comparable. This applies most strongly to the contribution from regular visits. If this part of the field is removed, expenditure was £5.15 per adult in 1964 and £4.48 in 1960, an increase of 15 per cent.





#### 4. Tables of detailed results

Tables 2 to 6 give the information analysed by various details of the visits. Each table shows the numbers of visits and aggregated expenditure reported by the 1,618 adults in the sample who had stayed in accommodation for which a charge had been made. The information in the table is in the form of aggregates and not, as in Table 1, in the form of averages. This has been done in order to avoid losing some of the smaller numbers and to enable readers of this report to make further calculations if required.

Tables 2 to 4 set out the total expenditure by adults while on holiday or on an occasional visit. In the case of family parties it includes expenditure incurred on behalf of children while they were away with their parents. The information was obtained from page 2 of the interview questionnaire. (copy at end of report) Tables 2 and 3 include business expenses in the expenditure amounts, while Table 4 refers to business expenses only. Table 4 includes four cases where the informant stayed in different establishments while on a visit away from home. These have been treated as touring privately as they were not regular visits in the sense used in Table 5.

Table 5 relates to expenditure by adults who were regularly away during 1964. The information was obtained from the questions on page 3 of the questionnaire; as to whether or not the informant was a regular visitor was determined on the basis of Q. 2.

The final columns of Tables 2, 4 and 5 have been derived from aggregate expenditure by dividing by the number of visits shown in the left-hand section of the table. These averages give the approximate expenditure per adult, bearing in mind that if children were included in the party expenditure on their behalf is included. In the case of married couples only half of this was taken into account.

Table 6 relates to visits paid by children and young persons under 21 not accompanied by their parents. The information was taken from page 4 of the questionnaire. The right-hand section shows the aggregate expenditure incurred by the children or by other adults on their behalf. The expenditure section has been re-weighted to make it consistent with the other tables and to allow for the over-weighting of most children because information was obtained irrespective of whether the father or mother was the pre-selected informant. However the contribution from this part of the survey was relatively small and it was not thought worthwhile re-weighting the number data. As a result estimates of expenditure per visit cannot be obtained directly by dividing the expenditure on the right by the number of visits on the left; the resulting averages would be only about one half their correct value. A correct figure for all visits is £6.9 per visit (see Table 11).

Further notes on the definitions used in preparing these tables will be found in the next section, while comments relevant to the validity of the data appear in the Appendix.

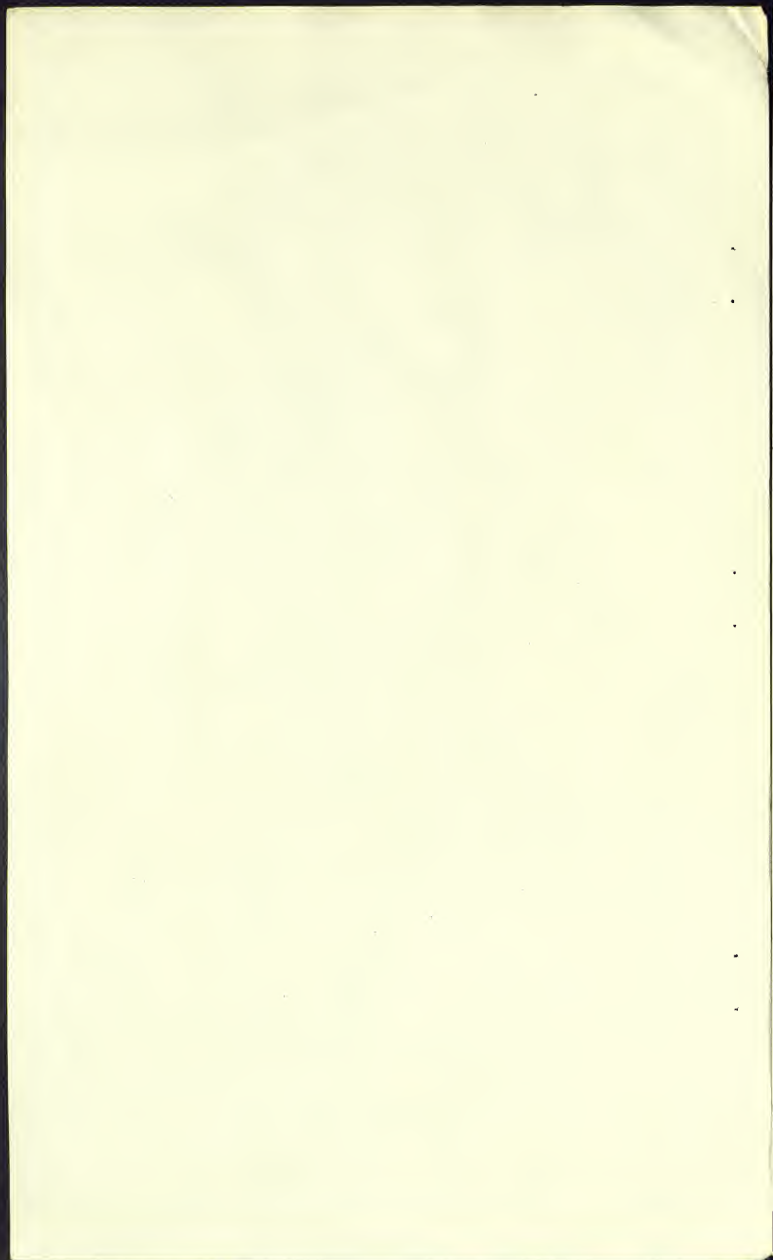


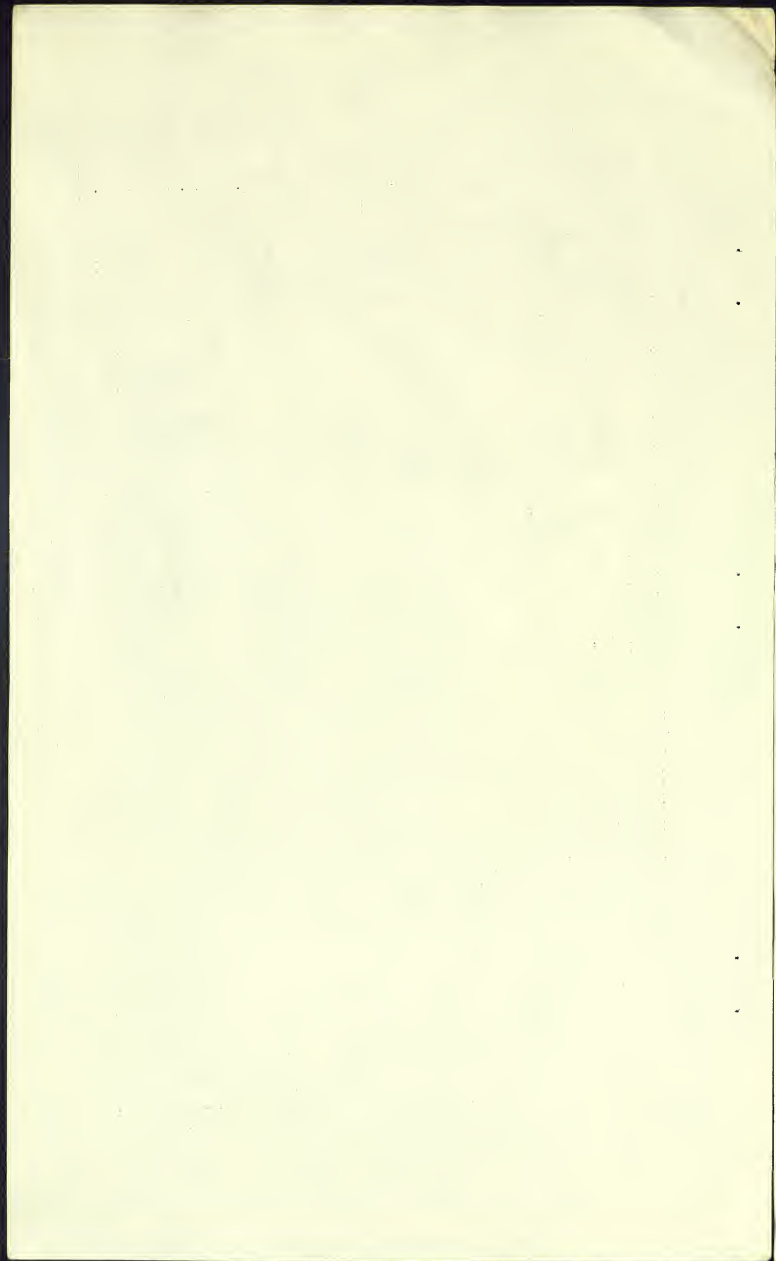
Table 2

## Expenditure in United Kingdom on Accommodation (Q. 9) while on Holiday and on other Occasional Visits in 1964

## By Type of Accommodation and by Quarters

	Persons reporting expenditure in 1964	Number of Visits				Aggregate Expenditure of Sample								Expenditure per visit	
		Quarters				1964	Quarters				1964				
		1	2	3	4		1	2	3	4					
Visits spent at one place (Q.6 Code 4) In:-															
1. Licensed hotel	376	72	166	200	88	586	507	1754	2767	727	5755	10.94			
2. Unlicensed hotel	18	47	106	14	185	126	126	424	1244	102	1896	10.25			
3. Boarding house etc.	454	31	140	351	38	560	193	1354	3543	212	5302	9.47			
4. Holiday Camp	89	1	27	63	2	93	23	418	1216	7	1664	17.89			
5. Hostel	30	7	16	16	11	50	49	138	92	69	348	6.96			
6. Rent of rooms, bungalow etc.	366	3	107	230	7	407	8	610	1916	23	2557	6.28			
All visits spent at one place	384	132	503	1026	160	1821	906	4698	10778	1140	17522	9.62			
Touring privately (Q.6 Code 5) staying usually in:-															
7. Licensed hotel	80	4	23	53	12	92	37	301	770	112	1320	13.26			
8. Unlicensed hotel	15	-	5	11	3	19	-	79	190	54	323	17.00			
9. Boarding house etc.	76	1	16	67	2	86	4	154	537	12	707	8.22			
10. Holiday camp	3	-	1	2	-	3	-	17	47	-	64	21.33			
11. Hostel	4	-	2	2	-	4	-	2	10	-	12	3.00			
12. Rent of rooms, bungalow etc.	32	1	10	24	-	35	1	74	138	-	213	6.09			
All Private touring	96	6	57	159	17	239	42	627	1692	178	2539	10.62			
13. Coach Tours (Q.6 Code 6)	35	-	15	19	3	37	-	400	515	27	942	25.46			
Total	1470	138	575	1204	180	2097	948	5725	12995	1345	21003	10.02			

Expenditure per adult in sample - i.e. £21,003 averaged over 4338 - £4.84



## Expenditure on accommodation while on Holiday, and other Occasional Visits in 1964

## By whether Visit Spent in Great Britain or Northern Ireland

	Visits spent in:-			Aggregate Expenditure in:-		
	Great Britain (a)	Northern Ireland	All	Great Britain (a)	Northern Ireland	All
	No:-	No:-	No:-	£	£	£
Visits spent at one place (Q.6 Code 4) in:-						
0.7						
1	501	25	526	5162	593	5755
Licensed hotel	181	4	185	1854	42	1896
2	501	19	520	5016	286	5302
Unlicensed hotel	93	-	93	1664	-	1664
Boarding house etc.	50	-	50	348	-	348
3	406	1	407	2546	9	2557
Holiday camp						
4						
5						
Hostel						
6						
Rent of rooms, bungalows etc.						
All visits spent at one place	1772	49	1821	16592	930	17522
Touring privately (Q.6 Code 5) staying usually in:-						
1	91	1	92	1208	13	1221
Licensed hotel	19	-	19	323	-	323
2	85	1	86	701	6	707
Unlicensed hotel	3	-	3	64	-	64
Boarding house etc.	4	-	4	12	-	12
3	35	-	35	212	-	212
Holiday camp						
4						
5						
Hostel						
6						
Rent of rooms, bungalows etc.						
All private touring	237	2	239	2520	19	2539
Coach tours (Q.6 Code 6)	36	1	37	905	37	942
Total	2045	52	2097	20017	986	21003

(a) Great Britain, the Isle of Man and the Channel Islands

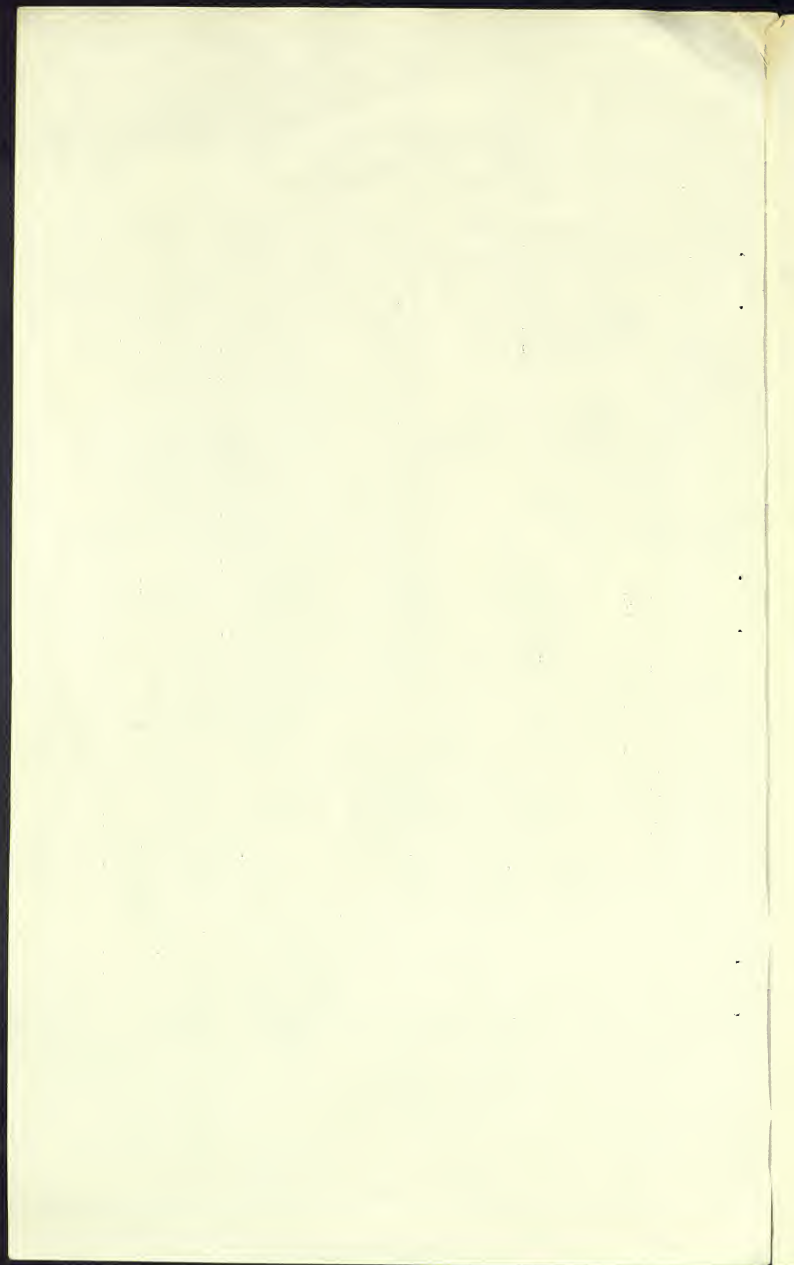


Table 4

## Business Expenditure in United Kingdom on Accommodation (0.10) While on Occasional Visits in 1964

By Type of Accommodation and by Quarters

	Persons reporting business expenditure in 1964	Number of business visits quarters				Aggregate business expenditure quarters				Expenditure per visit		
		1964				1964						
		1	2	3	4	1	2	3	4			
Visits spent at one place (0.6 Code 4) in:-												
A.7.												
1 Licensed hotel	75	33	41	15	30	119	201	256	94	154	705	5.92
2 Unlicensed hotel	14	6	5	4	3	18	19	22	18	14	73	4.06
3 Boarding house etc.	24	8	16	8	6	38	61	222	95	51	429	11.29
4 Holiday camp	1	-	1	-	-	1	-	4	-	-	4	4.00
5 Hostel	8	3	2	1	3	9	42	13	6	31	92	10.22
6 Rent of rooms, bungalow, etc.	1	-	-	1	-	1	-	-	5	-	5	5.00
All visits spent at one place	116	50	65	29	42	186	323	517	218	250	1308	7.03
All private touring (0.6 Code 5)	4	1	1	2	3	7	6	5	7	40	58	8.28
Total	120	51	66	31	45	193	329	522	225	290	1366	7.08

Expenditure per adult in sample i.e. £1,366 averaged over 4338 - £0.31

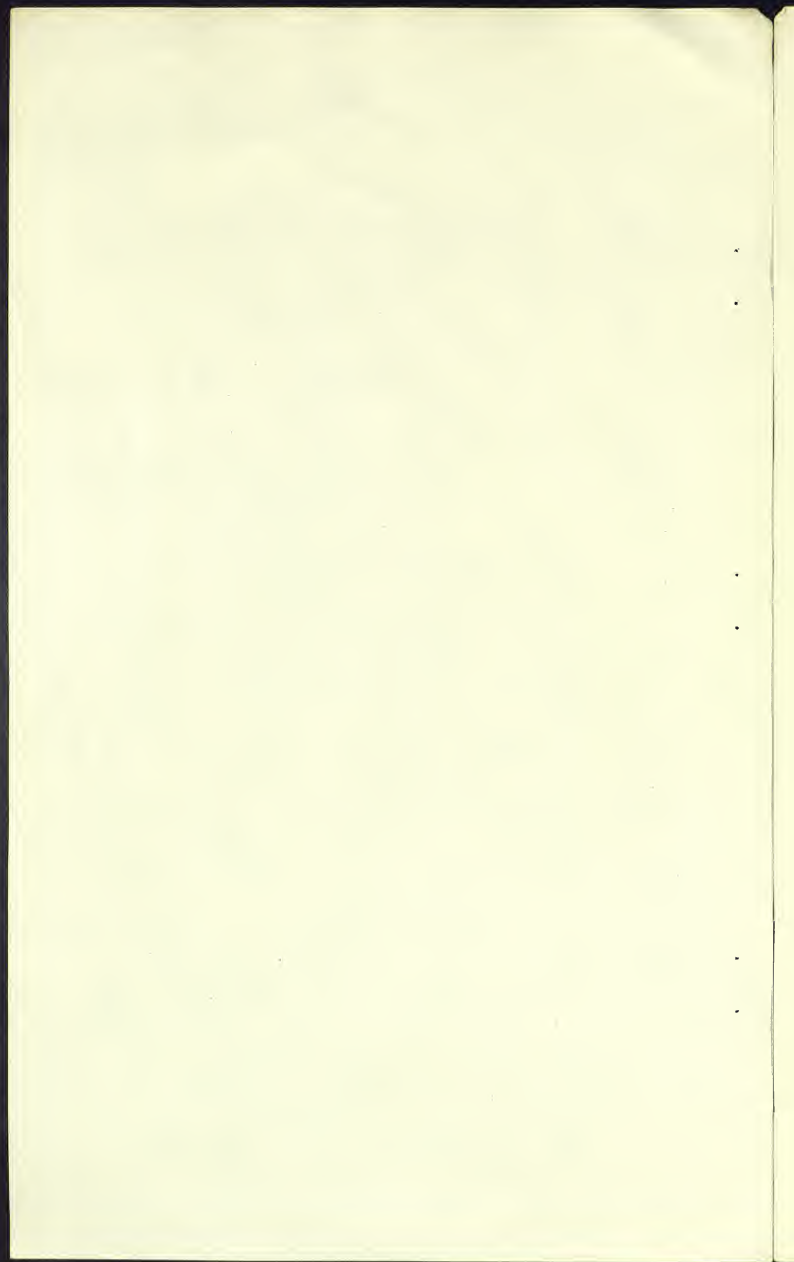




Table 5

Expenditure in United Kingdom on Accommodation While on Regular Visits in 1964  
Total Expenditure (£s.15-15) and Business Expenditure (£s.17)

	Number making regular visits		Estimated annual expenditure of sample		Expenditure per person:	
	All regular visits	Business visits	All regular visits	Business visits	All visits	Business visits
	Persons	Persons	£	£	£	£
Informant usually stayed in:-						
Q.12						
Licensed hotel	28	25	4274	3583	152.64	143.32
Unlicensed hotel	5	3	256	191	51.20	63.67
Boarding house etc.	22	20				
Other	4	1	2069	1788	79.58	85.14
Total	59	49	6599	5562	111.85	113.51

Expenditure per adult in sample i.e. averaged over 4338, total - £1.92  
business only - £1.28

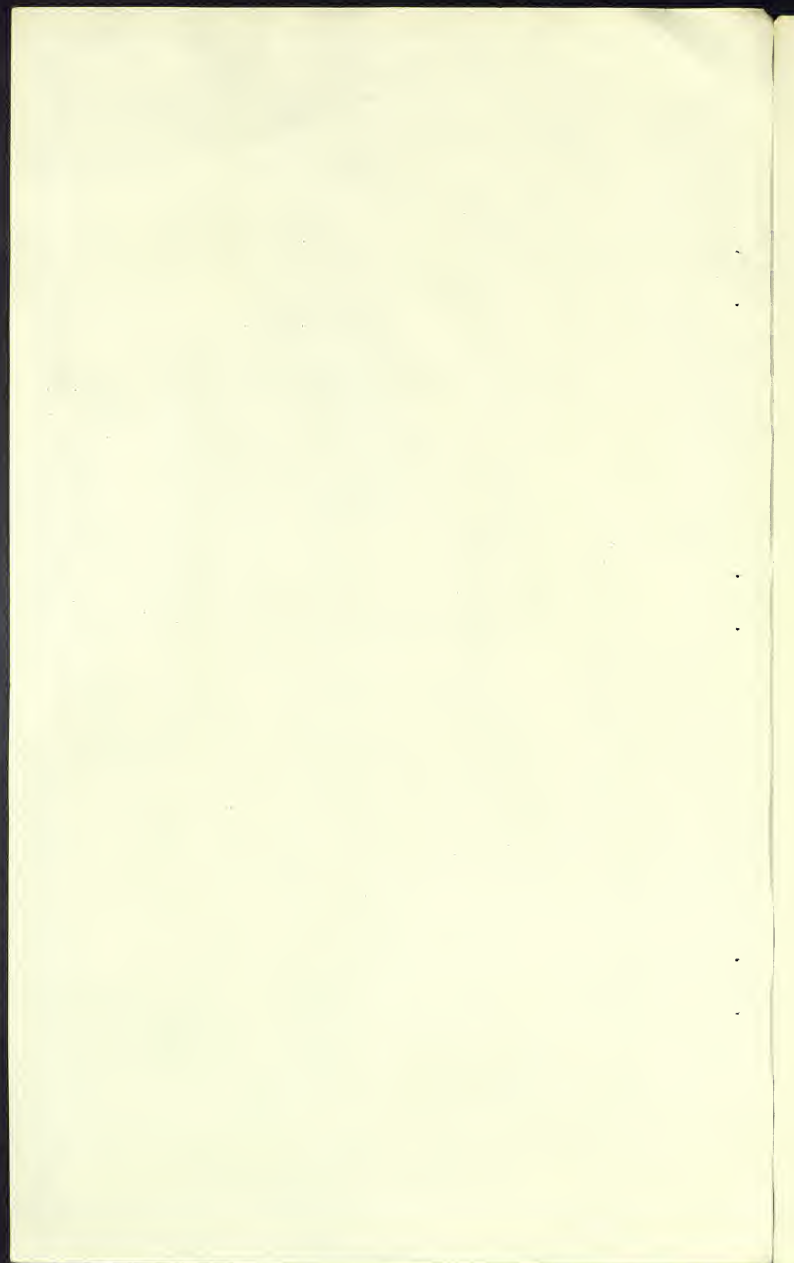


Table 6

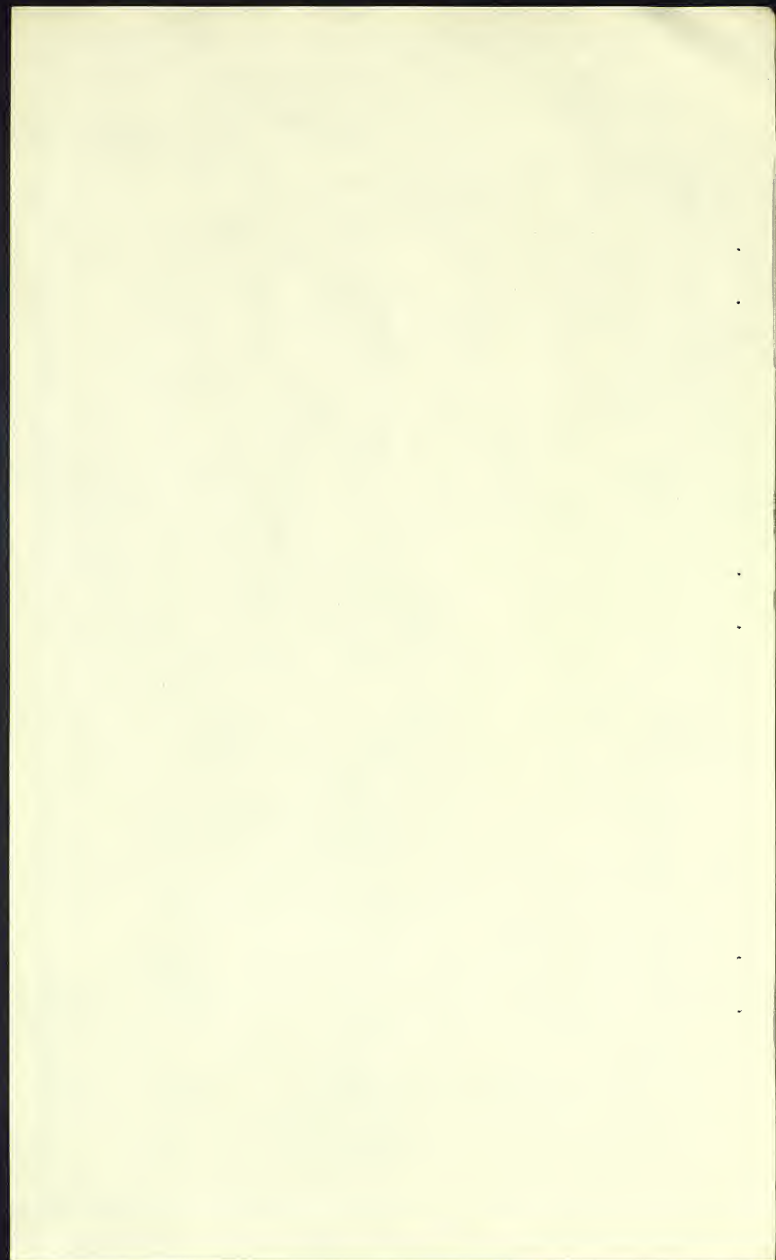
Expenditure in United Kingdom on Accommodation (Q.23) Occupied by Persons under 21  
on Holiday and other Occasional Visits in 1964 when not Accompanied by Parents

Accommodation occupied by young person	Number of visits (a)				1964	Aggregate expenditure of sample (b)				
	Quarters					Quarters				
	1	2	3	4		1	2	3	4	
Q.22						£	£	£	£	1964
School Buildings	1	5	3	1	11	3	9	8	4	24
Camping - Organised	2	14	51	2	72	9	31	135	4	179
" - Privately	3	5	28	-	33	-	9	38	-	47
Licensed hotel	4	5	13	5	32	5	47	114	23	189
Unlicensed hotel	5	7	16	5	31	9	31	97	13	150
Boarding houses etc.	6	3	12	77	96	11	37	280	4	332
Holiday camp	7	-	4	33	37	-	18	229	-	247
Hostel	8	3	11	22	41	6	17	89	11	123
Other	9	1	6	14	22	2	19	35	-	56
Total	21	69	262	23	375	45	218	1025	59	1347(c)

a) No correction for overweighting

b) Corrected for overweighting where child had two parents; hence the average spent per visit as derived from table is approximately one-half its correct value.

c) Expenditure per adult in sample i.e. £1347 averaged over 4336 = £0.31



5. Definitions applied to the data

(Q. references are to the interview questionnaire 721/2D.)

Accommodation has been classified on the basis of Qs. 7, 12 or 22.

Licensed hotels - This category includes establishments with a licence of any kind to sell alcoholic drinks. The distinction between licensed and unlicensed was usually made by the informant. In the 1960 inquiry names of hotels were obtained and the classification checked, but few errors were discovered; so it was decided that this check was unnecessary for 1964.

Boarding house, guest house - This category includes all visits where the informant stayed as a boarder, including private houses.

Holiday camp - Includes holiday centres and house parties.

Hostel - Includes hostels of all kinds, clubs, conference centres and holiday homes owned by religious or social organizations.

Rent for rooms - All cases where the charge was for rent only; it includes private camping, hire of motor cruiser, chalet rented in holiday camp where visitor did own catering, but not beach huts. Accommodation rented permanently was excluded.

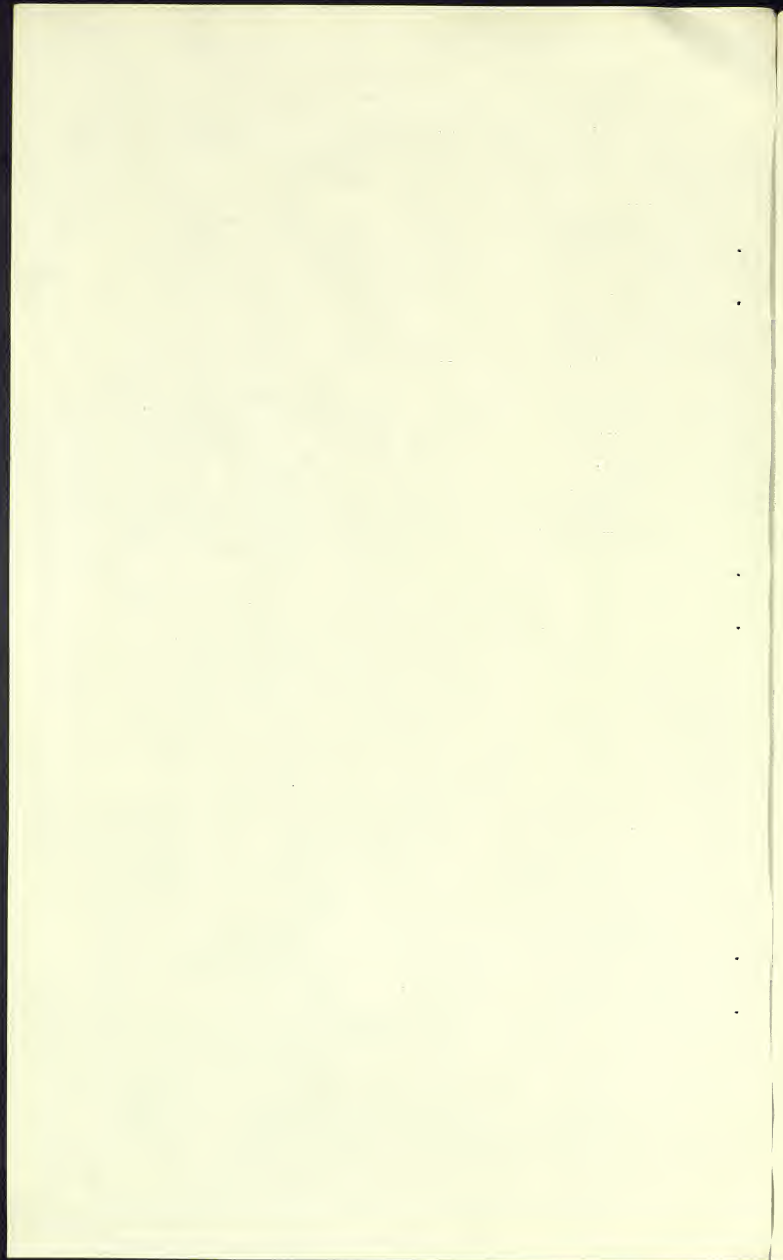
Coach tours - All holidays which were described as coach tours by the informants were so coded (code 6 of Q. 6) and classified into a separate category for Tables 2 and 3. There were no such cases charged as business expenditure in Table 4. Visits classified according to the various types of accommodation do not include transport charges. Where the amount reported by an informant included excursions from a holiday centre by coach or rail, or where there was an inclusive charge covering both accommodation and the cost of transport to and from the holiday centre, adjustments were made at the coding stage to remove the transport element.

Area included - Although the sample was drawn from the Electoral Registers in England, Wales and Scotland, the coverage of the expenditure reported here includes the whole of the United Kingdom, including Northern Ireland, Isle of Man and the Channel Islands. Holidays and other visits outside the United Kingdom were excluded on the basis of answers to Qs. 5, 11 and 21.

Date of visit has been classified into the four quarters of 1964 according to the month in which the visit began (Qs. 3 and 20). The length of visit, Q. 4, has not been tabulated; it was included to provide additional background information when editing.

Expenditure - As explained in the introduction, this was the amount paid to the establishment, irrespective of who paid for the accommodation and whether the amount covered accommodation only, full board or extraneous items and services. Extras bought outside the hotel or boarding house have been excluded. In the "Rent of rooms" categories of Tables 2 to 4 expenditure on food provided by the informant has been excluded. As far as possible only expenditure of a commercial nature has been included. Visits to friends were completely excluded from the analysis, even when a money gift had been given to the friends. Charges for patients in hospitals, clinics and nursing homes have also been excluded.

/Business

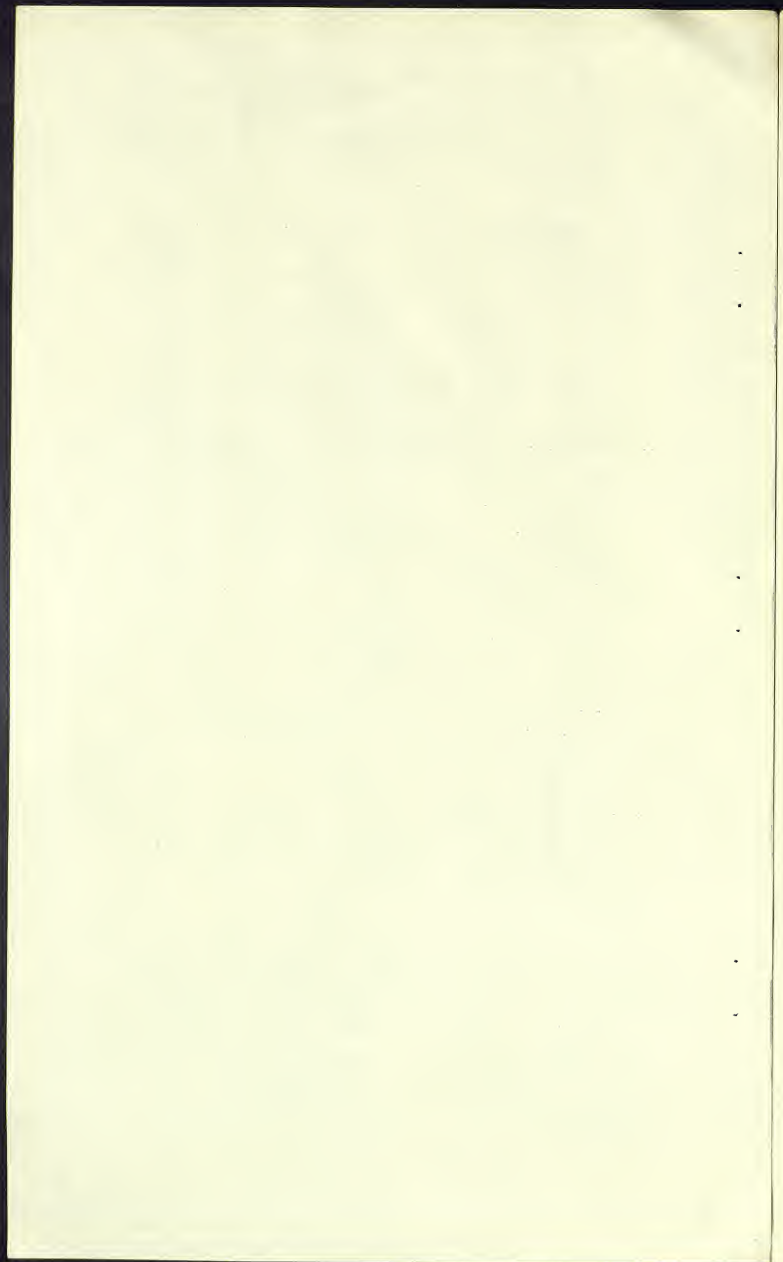


Business expenditure - This was obtained from Qs. 10 and 17. It includes refunds by profit making undertakings, by government departments and the Forces, direct charges by self-employed people on their own businesses, and cases where informants stayed in establishments owned by their employers. It excludes refunds by non-profit making bodies where this was known, local authorities, educational establishments, hospitals, charitable bodies, and payments to temporary employees in a holiday establishment. Where a married couple were away together on a business trip but the expenditure on the wife's accommodation was not charged to a business, Table 4 contains only the amount charged for the husband. However, among the 193 visits making up Table 4 there were 39 where a married couple were away together on a business trip and where the expenditure for both had been charged to a business; this expenditure has been halved before inclusion in the tabulations.

Expenditure by adults on holiday - This has been calculated from Qs. 8 and 9. Each informant was first asked whether he or she was away on his own or with relatives or friends. If the informant was away on his own the expenditure was taken as reported. If the informant was accompanied by members of his family he or she was asked to give the total amount, covering the expenses of himself, his wife (or husband if the informant was a married woman) and any of their children who accompanied them. Only the immediate family was included; any friends or other relatives, including children of relatives, were excluded and if necessary a pro rata adjustment was made. For the tabulations and analysis, expenditure by married couples was subsequently halved in order to correct for the over-weighting of married couples caused by this procedure.

Expenditure by adults away regularly - This section will include people in occupations such as commercial travellers or lorry drivers. Each case was determined by the answer to Q. 2, and if the informant paid regular visits he was then asked the questions on page 3. Some informants had both occasional visits and regular ones.

Visits by children when not accompanied by parents - Such visits had to be dealt with separately because the sample, being drawn from the Electoral Registers, contained nobody under 21. All informants who had children under 21 at the time of the survey were asked whether each child had been away from home on a holiday or other visit by himself, or with other people but not accompanied by his parents. The questions on page 4 were then put about each visit. If the child or young person was no longer living at home the interviewer ascertained his or her present address and attempted to interview him so that any relevant expenditure could be included. Since such cases could have arisen when interviewing either parent the expenditure was halved except where the parent was widowed. Expenditure relevant to children of divorced parents was re-weighted as circumstances required. The definition of expenditure was similar to that applied to adults. The cost of board and lodging of a child living away from home, money deducted from a nurse's pay while living in a Nurses' Home, residents at boarding school or in a college hostel were excluded.





APPENDIX

A.1 The sample

A two-stage design was used in which administrative areas of Great Britain formed the primary units. Areas were first grouped by standard region, within that by type of area, i.e. conurbation, other urban area or rural district, and within type of area they were listed in descending order of the 1962 electorate. The London conurbation was treated as a separate region and the areas within it listed in descending order of electorate irrespective of administrative status of the area. All areas were then sampled with probability proportional to the 1962 electorate. In each of the selected 81 areas an interval sample was drawn from the 1964 Electoral Registers using a random start for each area. The probability of selection within each area was arranged to give an overall uniform probability so that the actual number of individuals selected varied slightly from area to area according to the changes in the electorate between 1962 and 1964. The total sample selected was 5,035 electors.

A.2 The postal stage

A simple questionnaire containing five questions requiring the answer "Yes" or "No" (form SS 721/2C) with a short covering letter (SS 721/2A) was sent to the selected 5,035 electors on 6 November 1964. A reminder letter (SS 721/2R) with a second copy of the questionnaire was sent out during the period 20 - 23 November to the 2,079 who had not replied by that time. A second reminder (SS 721/2r), but without a questionnaire, was sent on 4 December to the 805 who had not replied by then. Completed questionnaires were received from 4,177, or 83 per cent. Further details of the response, together with corresponding figures for 1960, are shown in Table 7. The difference in response between the two years is not statistically significant.

Table 7

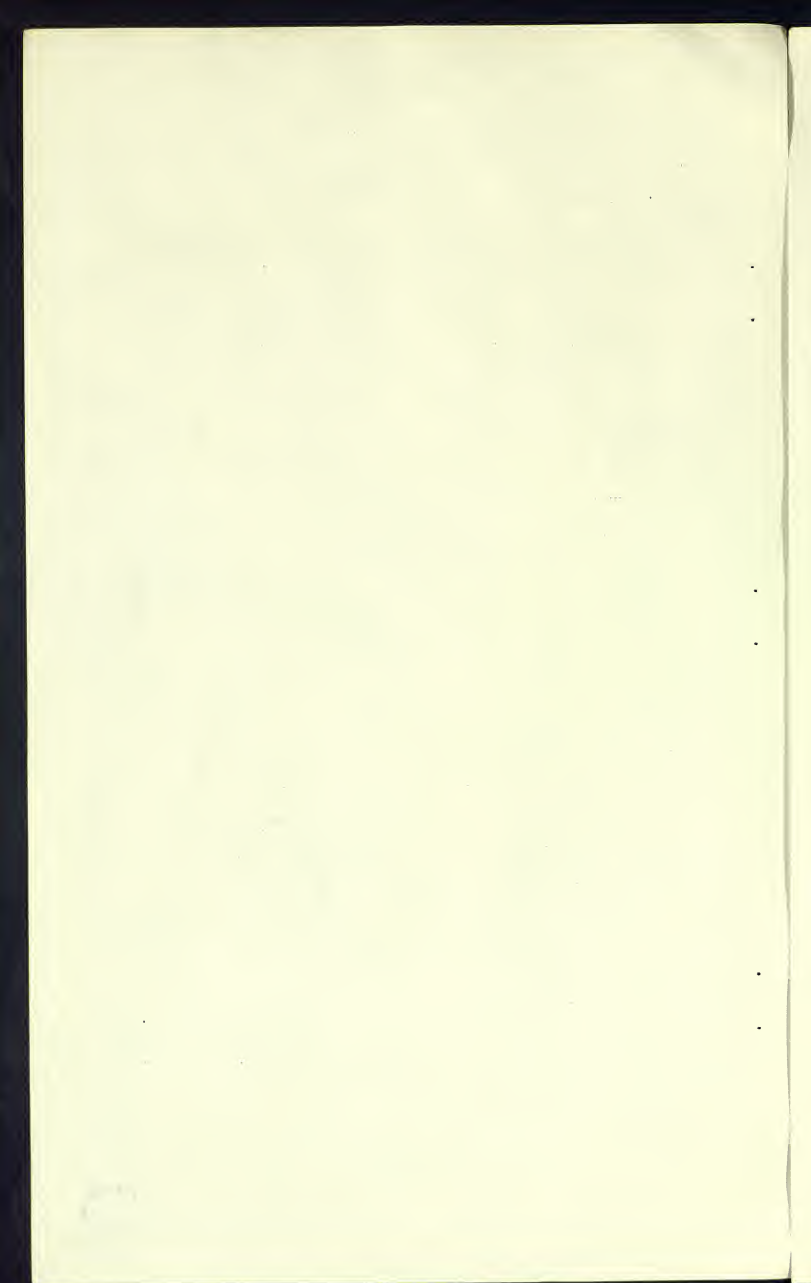
Response Analysis of Postal Returns

	<u>1964</u>		<u>1960</u>	
		%		%
Completed questionnaires	4177	83.0	83.6	
Questionnaires returned uncompleted because selected person:				
had moved to				
unknown address	213			
abroad	15			
deceased	62			
refused	21			
	311	6.2	5.9	
No reply to second reminder	547	10.8	10.5	
Initial sample	5035	100.0	100.0	(a)

(a) Based on an initial sample of 2500

/A.3





### A.3 Information obtained from the postal questionnaires

Although the postal form was used only as a sieve from which to pick out those who were likely to have had expenditure, it may be of some interest to examine the results and compare them with corresponding figures for 1960. A straight count of the replies from the 4,177 who returned completed questionnaires is given in Table 8. In interpreting these results it has to be remembered that questions 3 and 4, which were the two most directly concerned with the subject of the inquiry, actually produced some affirmative answers which were found on interview not to involve expenditure within the field covered by the survey.

Table 8

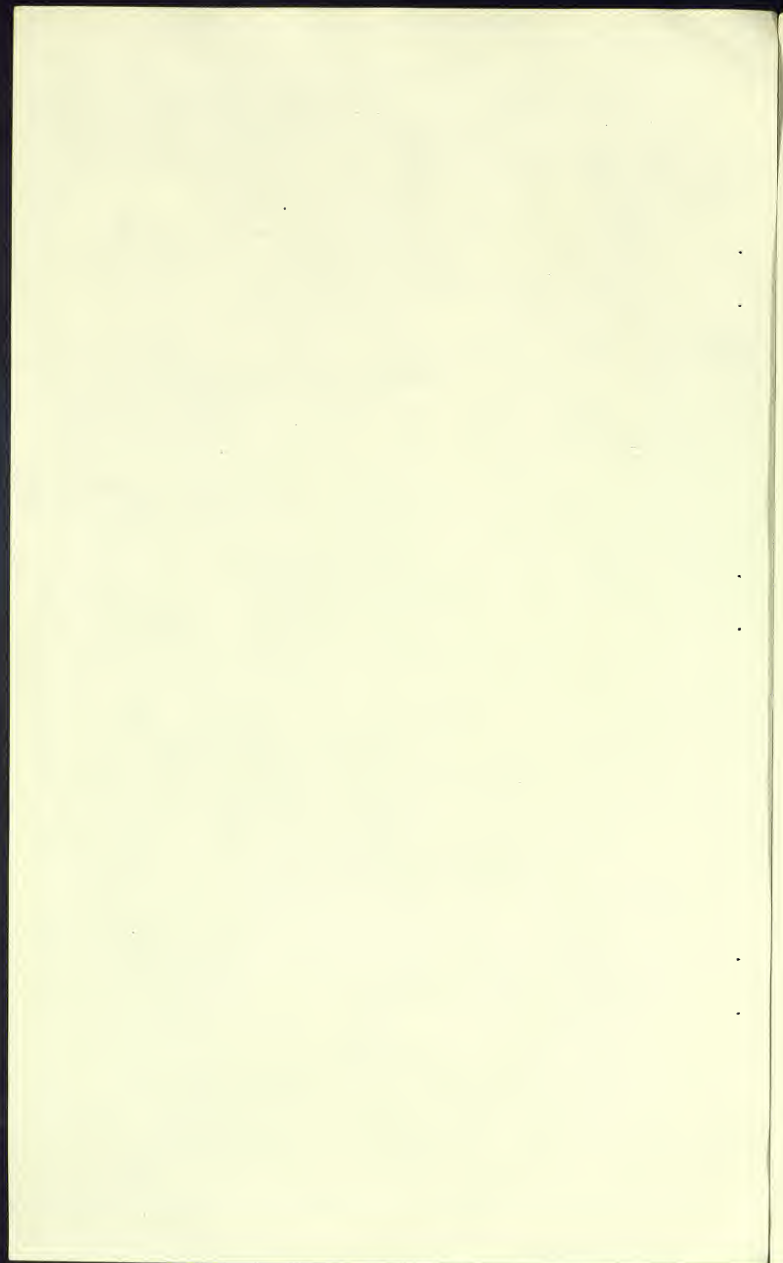
#### Information from Postal Returns

Question	No.	1964	1960
		%	%
1. Informant had had a holiday	2337	55.9	51.2
2. At least one visit apart from holiday	1399	33.5	31.2
3. Stayed in accommodation for which a charge was made	1793	42.9	40.9
4. Child (under 21) of informant had a holiday or other visit away from home, unaccompanied by informant	490	11.7	13.1
All completed questionnaires returned by post	4177	100.0	100.0 (a)

(a) Based on 2,091.

However, comparison with 1960 is of some interest, particularly as there are certain differences between the two years. The results from the two inquiries can be expected to be broadly comparable because they both produced about the same percentage of returns (Table 7). The wording of Qs. 1, 2 and 3 were identical, or almost so, for the two years, so that the significant difference in the proportion who said they had a holiday in 1964 as compared with 1960 represents a genuine increase. The corresponding increases in the proportion answering "Yes" to Qs. 2 and 3 are not statistically significant, but as they are in the same direction and associated with Q. 1 it would be unrealistic to dismiss them as due to sampling variations. The increase shown by Q. 3 is not necessarily consistent with the increase in expenditure since some of the affirmative replies to Q. 3 referred not to commercial accommodation, but to visits spent with relatives or friends. Question 4 produced fewer cases in 1964 than in 1960, but this may be a consequence of a slight change in wording.

This part of the inquiry was fairly straightforward, and most of the questionnaires were completed without comment. A few were returned uncompleted with an indication that the selected informant had died or was refusing to take part. A few of those who completed their questionnaires also added comments. These were mostly from old people saying that they could not now afford holidays, or that they were unable to take one because of old age or ill health. However, a few noted that although the survey was described as an inquiry into expenditure, the questionnaire itself did not contain questions about this subject.



#### A.4 The interview stage

The interview sample was made up of two parts: first those who from their postal replies appeared likely to have incurred some expenditure (2,024 in all), and secondly those who had not replied to the postal questionnaire after two reminders (547 - Table 7). The 2,024 were selected by taking all who had given a positive reply to any one of the last three questions on the postal questionnaire.

"Q.3 - Have you stayed at any time in 1964 in accommodation for which a charge was made?"

Q.4 - Apart from any holiday or visits with you, has he or she (i.e. son or daughter of informant under 21) been away from home at any time this year and stayed in accommodation for which a charge was made?"

Q.5 - Most people to whom we are writing will be living in their own homes. If you are living permanently in an hotel, guest house or boarding house, please put a tick here."

The remaining 2,153 who had answered 'NO' to all three questions were not interviewed. The sample issued to interviewers consisted therefore of 2571 names. Field work was carried out during February 1965, and produced 2,185 completed interviews, or 85 per cent of the 2,571.

#### A.5 The overall response from both stages

As the survey was made in two stages it is necessary to take both into account when judging the completeness of the results. Table 9 summarizes the position. Most people from whom information was not obtained no longer formed part of the effective sample, even although some may have had expenditure in 1964 within the required field. Of those, 213 (Table 7) were excluded at the postal stage because the postal packets were returned by the Post Office with the explanation that the addressee had moved or gone away. In 1960 some cases were re-issued to interviewers in the hope that they would be able to trace the individuals concerned. In so few was the interviewer successful that this was not repeated in 1964. In addition, a further 211 cases were found amongst non-respondents to the postal questionnaire when the addresses were visited by interviewers. These were people who had moved right out of the area covered by the interviewer's quota. People who had moved to addresses within a reasonable distance of their original address were visited and included in the effective sample. It would have been uneconomic to have attempted to follow up these 424 cases, and indeed for many this would have proved impossible since the new addresses were not known. Excluding these cases, the last line of Table 9 shows that most of the remainder of the sample (96.5%) were interviewed.

/Table 9

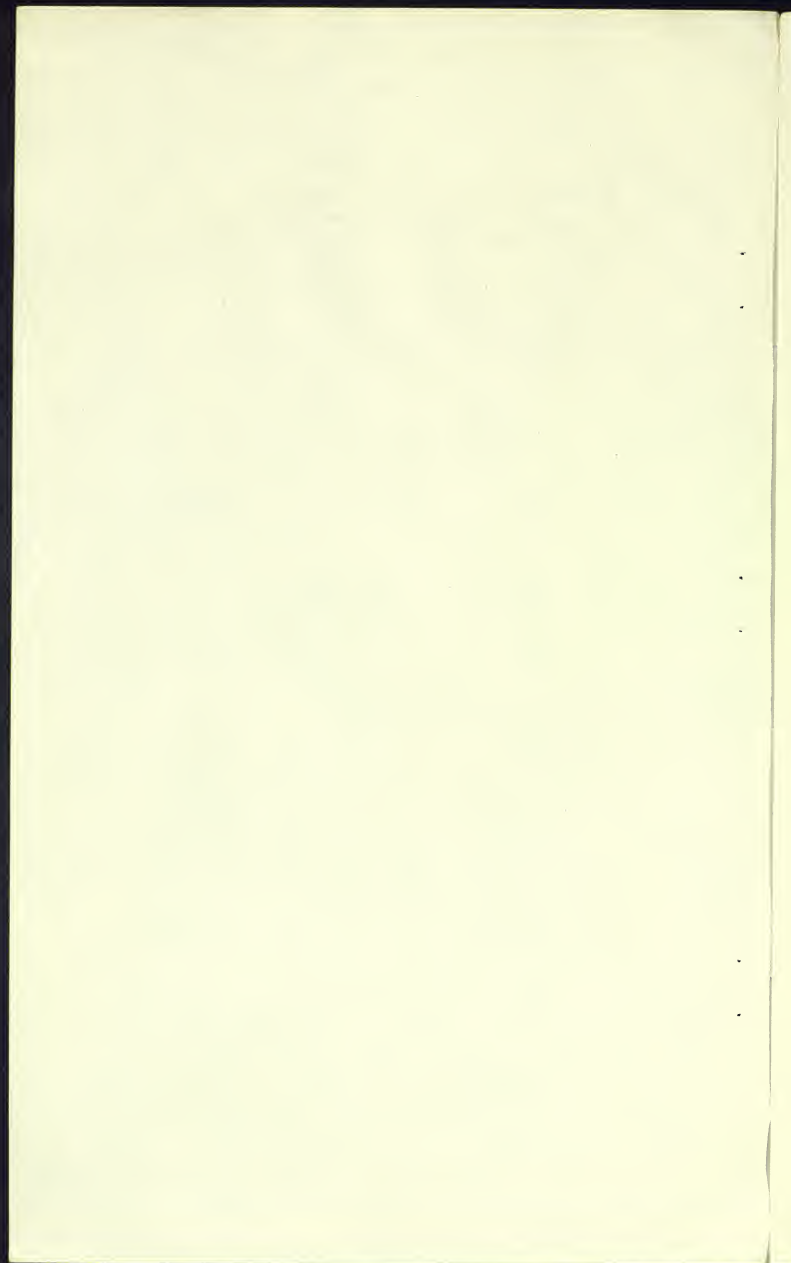


Table 9

Complete Analysis of Response

	<u>1964</u>	<u>1960</u>
	%	%
Cases for which data available	4338	86.2
Information not obtained:		
i) Refusals (inc. incomplete interviews)	122	2.4
ii) Non-contacts at interview	36	0.7
iii) No longer living at address	424	8.4
iv) Living abroad	27	0.5
v) Deceased	88	1.8
	<hr/>	<hr/>
	5035	100.0
(a) Based on an initial sample of 2,500		100.0(a)
Effective sample (excl. ineligible cases (iii), (iv) and (v))	4496	2267
Effective response rate (i.e. first line as percentage of effective sample)	96.5	97.5

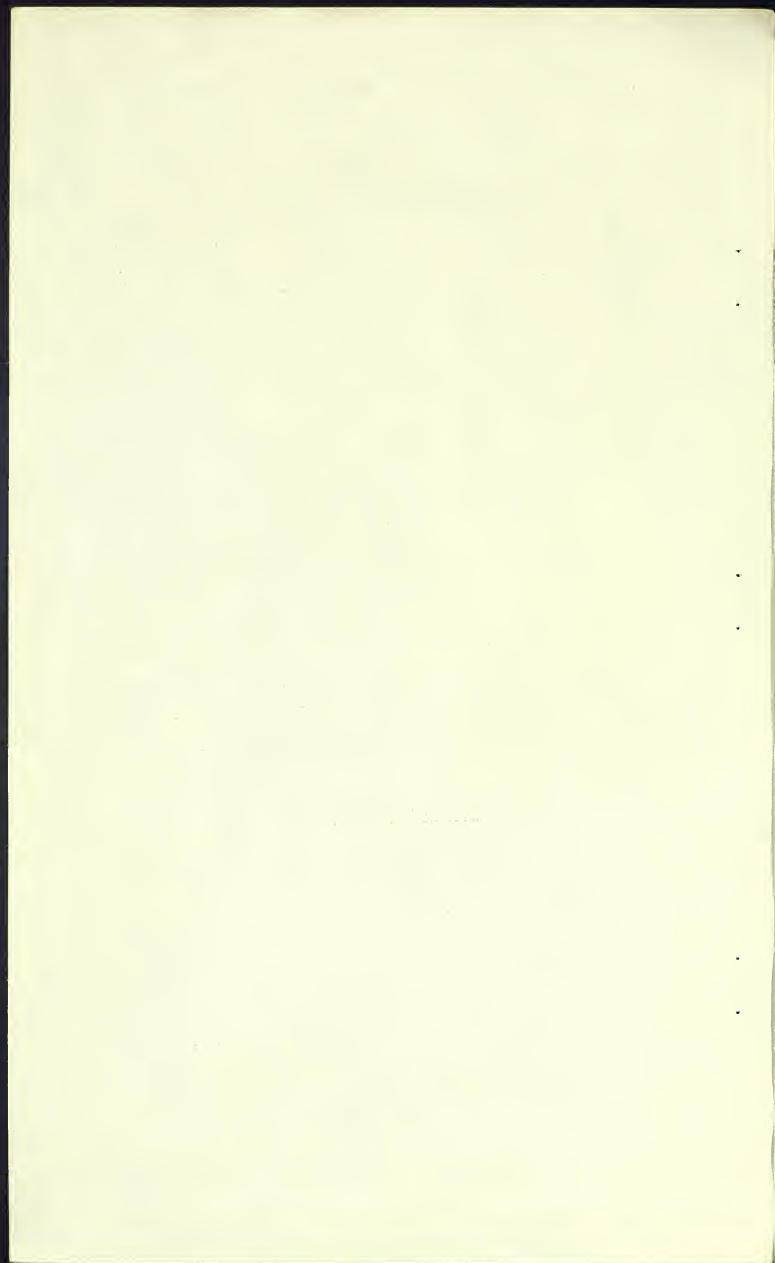
It will be observed also that there were proportionately more ineligible cases in 1964; this may be a consequence of the fieldwork dates. Interviewing in the earlier survey was carried out from late December 1959 to early January 1960 on samples selected from the Electoral Registers compiled in October 1958. Fieldwork for the current survey was carried out in late January and February 1964 on samples chosen from registers compiled in October 1962. The addresses were therefore more out of date by another month or so than in 1960.

A.6 Composition of the achieved sample

The postal questionnaire was made as simple as possible so as to make completion easy and thus encourage replies. For this reason the questions were limited to those essential to provide a sieve which would eliminate people who were unlikely to have been away and stayed in commercial accommodation; all ancillary topics were excluded. The postal questionnaire did not ask for demographic details, and since it was the sole source of information for half the sample, no breakdowns by sex, age or household composition are possible.

The total number for whom information is available is 4,338, but for 2,720 of these the data consists solely of the information that the selected individual had had no expenditure within the sector defined. Details are given in Table 10. The 2,024 interviewed because their postal returns indicated that they were likely to have had expenditure of the required kind produced 1,496 who actually had expenditure of this nature, the balance being made up of 329 who had had no such expenditure, in spite of their postal reply, and 199

/who did not





who did not produce productive interviews for one reason or another. The 547 postal non-respondents also included in the interview sample produced 122 cases of actual expenditure, 238 nils, the balance being explained by unproductive cases.

Table 10

Achieved sample analysed by whether there was  
Expenditure on Accommodation

		<u>1964</u>	<u>1960</u>
		%	%
Expenditure within the definition:			
Interview following postal reply	1496	34.5	40.2
Interview with postal non-respondent	122	2.8	
No expenditure:			
Interview following postal reply but yielded no expenditure because:			
Holiday abroad (a)	118	2.7	6.0
Other reasons (b)	211	4.9	
Ascertained from interview with postal non-respondent	238	5.5	5.5
Decided on basis of postal reply	2153	49.6	48.3
Sample cooperating	4338	100.0	100.0(c)

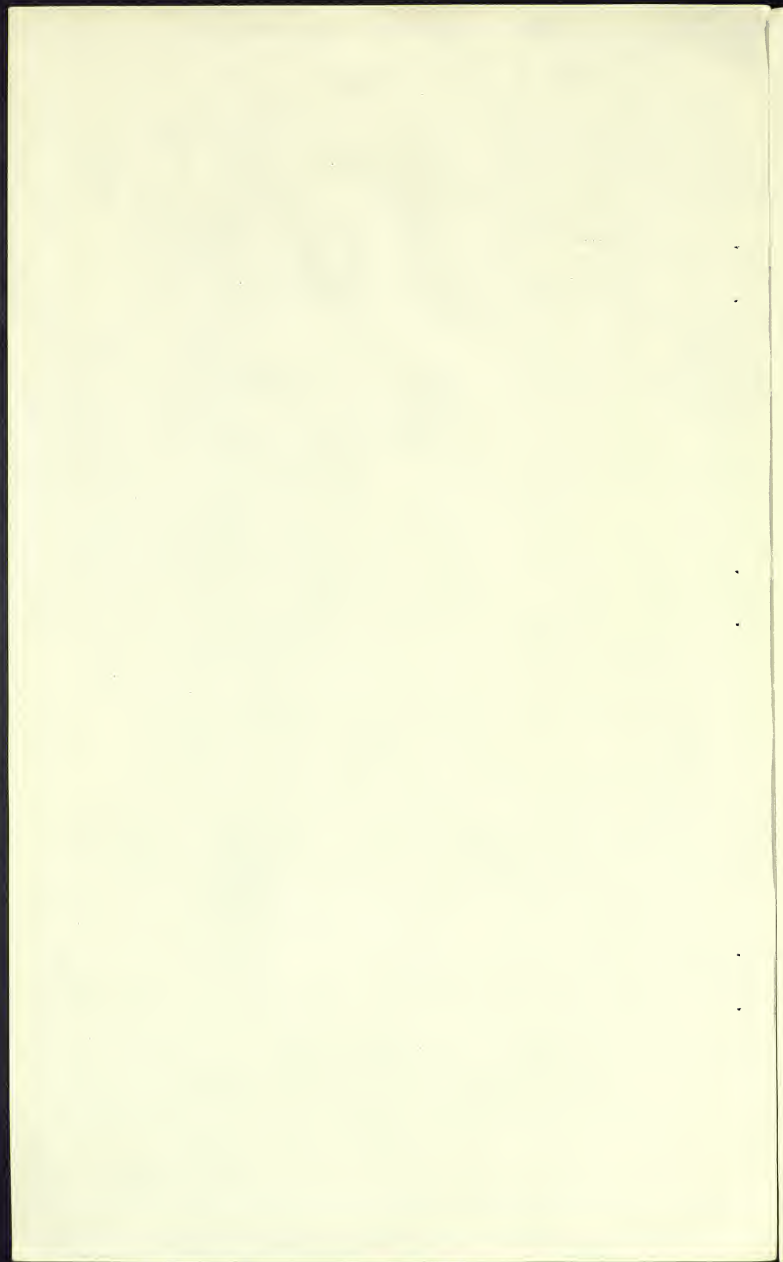
(a) Not a complete account of those going abroad.

(b) In 1964 included 62 who stayed with relatives or friends.

(c) Based on 2,211.

The 1,618 cases of actual expenditure contained 790 men and 828 women, of whom 171 were single, 108 widowed or divorced and 1,339 married. The exact division by sex is not available for the full sample, but from examination of Christian names on the Electoral Register it can be conjectured that the sample of 4,338 contained approximately 2,023 men (46.6%) and 2,315 women (53.4%). The proportion of men in the 1,618, namely 48.8%, was rather higher, indicating that more men than women had been away. It has nothing to do with the fact that the 1,618 relate only to cases who reported expenditure since this was included in the survey irrespective of who paid for the accommodation.

Also shown separately in Table 10 are 118 who made no contribution to reported expenditure because they went abroad for their holiday. This must not be regarded as the total number going abroad. In particular, people who both went abroad and also spent sometime away from home in the United Kingdom are included in the expenditure estimates and do not therefore feature in the 118.



#### A.7 Remarks on the Value of the postal stage

It will be seen from Table 10 that only 1,618 out of the 4,338 cooperating, or 37.3%, had had expenditure within the defined field. The remaining 2,720 were nils so far as this survey was concerned. Under these circumstances it would have been wasteful both of the public's time and that of the interviewing staff to visit the whole sample as originally selected. Hence, the use of a preliminary postal stage to eliminate those who were unlikely to have incurred expenditure of the kind covered by the survey.

The simplicity of the questionnaire made it unlikely that anyone would have replied 'No' to a question when the opposite was correct. For this reason it was not thought worth re-calling on a sub-sample of the 2,153 who had answered 'No' to the three principal questions. In fact, the postal questionnaire erred in the other direction. On interview a number who had previously given an affirmative reply were found to have had no expenditure within the required field. Most of these were due not so much to misunderstanding, but to the omission of clarifying remarks and notes on the postal questionnaire itself.

From Table 10 it will be seen that 329 of the postal respondents were interviewed unnecessarily; of these, 118 had indeed been away from home on holiday, but as they had gone abroad their expenditure was outside the scope of the survey. Another 62 had stayed with relatives or friends where there had been no commercial charge, but the informant had given a present or gift of money in return for accommodation. Included in the 211 were also a few where the selected person had not been away at all, but a child under 21 of the informant had either been abroad or had stayed with friends or relatives. There were fewer than 50 cases where the informant had made mistakes such as replying 'Yes' when he had been away in an earlier year but not in 1964, or where the form had been completed by the wrong person.

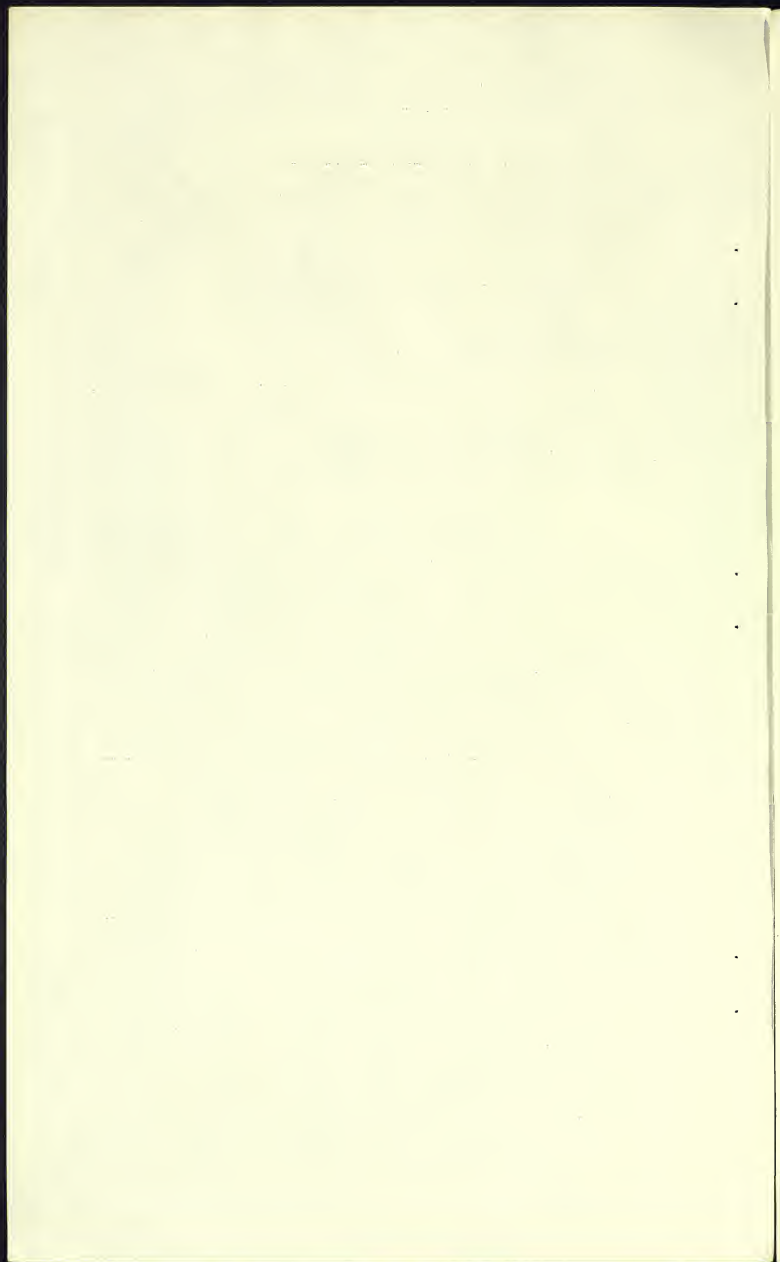
#### A.8 Technical features with a bearing on the validity of the results

The variability of the data has, of course, a bearing on the validity of the results and is dealt with in Section 4.9. The purpose of this section is to describe some of the other technical features which affect the validity of the tabulated results, but the importance of which it is difficult to measure. The main point to be noticed is the proportion of expenditure contributed by regular visits. Out of the sample of 4,338 there were 59 who made regular visits, and these 59 people accounted for nearly one quarter of total expenditure. The dependence on such a small number of cases is a serious short-coming and is bound to have an adverse effect on the reliability of the estimate of total expenditure; unfortunately, no change in technique is likely to improve matters.

Within these limitations the treatment of regular visits was made as precise and objective as possible. They were defined in Q.2 as "at least as often as once a month". This definition of regular visits was adhered to fairly rigidly, but the 59 include six cases where the number of regular visits was less than 12. They were all cases where someone had made several visits of a similar nature, staying in the same sort of place for about the same length of time.

Most of the 59 cases were probably sales representatives, lorry drivers or other people whose employment necessitated frequent

/travelling.



travelling. Unfortunately it was not possible to confirm this in every case because informants were not asked about their occupations as a part of the standard questionnaire, although in some cases it came out incidentally. Absence of information about occupation may have meant that a few were overlooked where the amount should have been treated as a business expense but where there were no grounds for raising a query during editing. Hence, the estimate of business expenses may be somewhat under-stated.

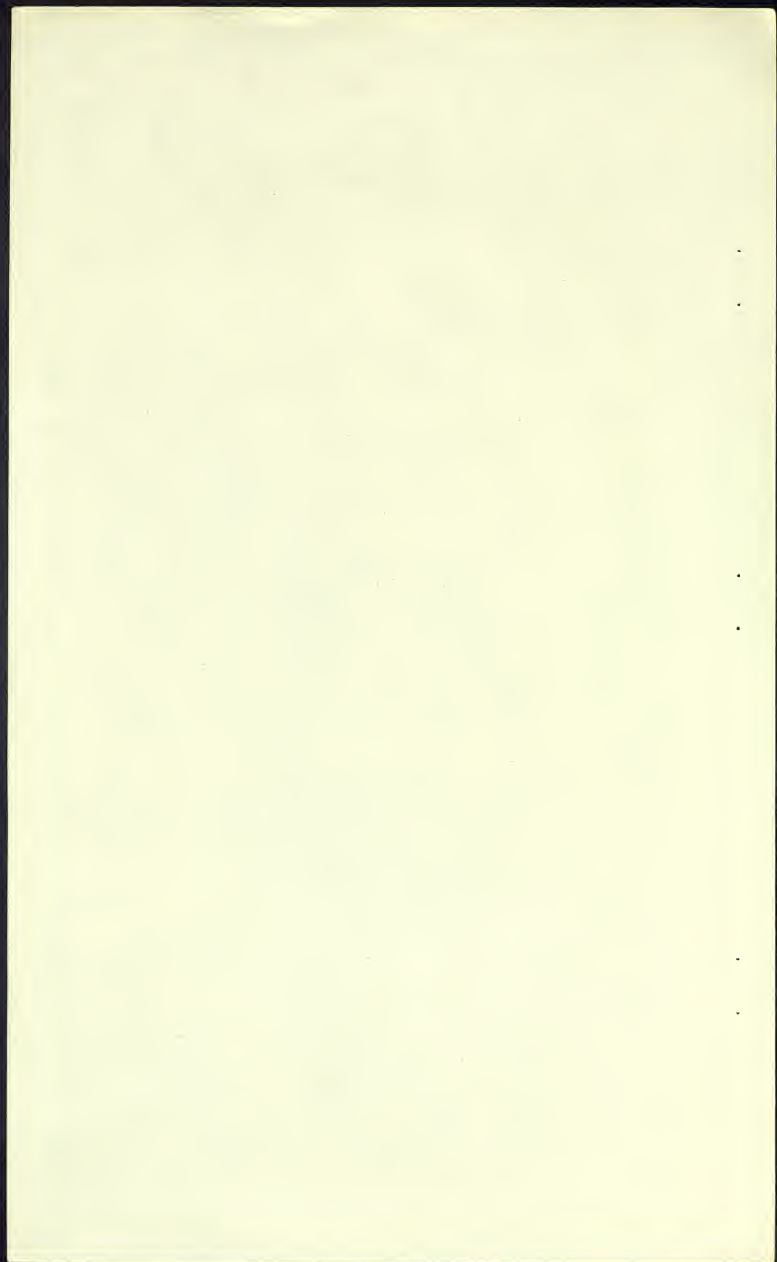
The questions on regular visits (Qs 13 to 16) as set out in the interview questionnaire called for the number of such visits made in 1964 and the total amount spent during the last visit; the intention being to obtain an estimate from the product of the two items. In most cases interviewers were able to get more information than this and most of the 59 estimates were made by taking the total number of nights spent away from home and costing them at so much per night. This was derived from the last visit or from a number of visits, depending on how much information the informant could supply. Only in a few cases could the informant give a total for the whole year as such, or by listing separate amounts. Two informants out of the 59 were sometimes accompanied by their wives; expenses for them have been removed since as occasional visits they had a chance on a probability basis of being included in Tables 2 to 4.

The treatment of expenditure by regular visitors differed in certain respects from that followed in 1960, and in fact the 1964 questionnaire was improved as a result of the earlier survey, and for this reason it is doubtful whether the estimates for the two years are comparable. In 1960 regular visitors were identified by a similar question, but the subsequent questions were rather different. Each informant was asked to make an estimate of his usual weekly or monthly expenditure on accommodation, and an annual figure was derived from this. It is possible that insufficient allowance was made for months when people were away and not making their regular visits. If so, the 1960 data gave an over-estimate in comparison with the 1964 results.

In the case of holidays and other occasional visits an improved procedure was adopted for 1964, also as a result of the 1960 experience. In 1964 informants were asked to restrict the expenditure to the informant himself, his wife and any children who were away with them. Q.8 was inserted to help make the position clear, both to the informant and interviewer. If other people were away at the same time and in the same party, the informant was asked to exclude them from the estimate, but to give sufficient details to the interviewer so that the calculations could be checked in the office. As mentioned earlier, where a married couple was concerned the expenditure amount was obtained irrespective of whether the husband or wife was the pre-selected informant and this total, including any expenditure on behalf of children, was then halved.

This procedure worked very well but there were 24 visits where no amount could be given in answer to Q.9. Of these, 12 related to licensed hotels, and the charge was estimated at 35s. per night, while six referred to unlicensed hotels, boarding houses and guest houses, and these were estimated at 25s. per night. These amounts were determined from a sub-sample of completed questionnaires. A similar procedure was followed with the other six cases. Some of these also involved amounts refunded in Q.10.

/There were



There were 16 other cases where the amount in Q.9 required adjustment because, as given by the informant, it related to an inclusive charge. Examples are amounts which included both hotel charges and coach or rail daily excursions, or where the charge included transport to or from a holiday centre. Deductions were then made for the transport element and the remainder coded according to the type of accommodation. These cases were quite separate from the inclusive coach tours proper. Any so described in answer to Q.6 were accepted without alteration and tabulated separately unless there were comments which led to a change in coding.

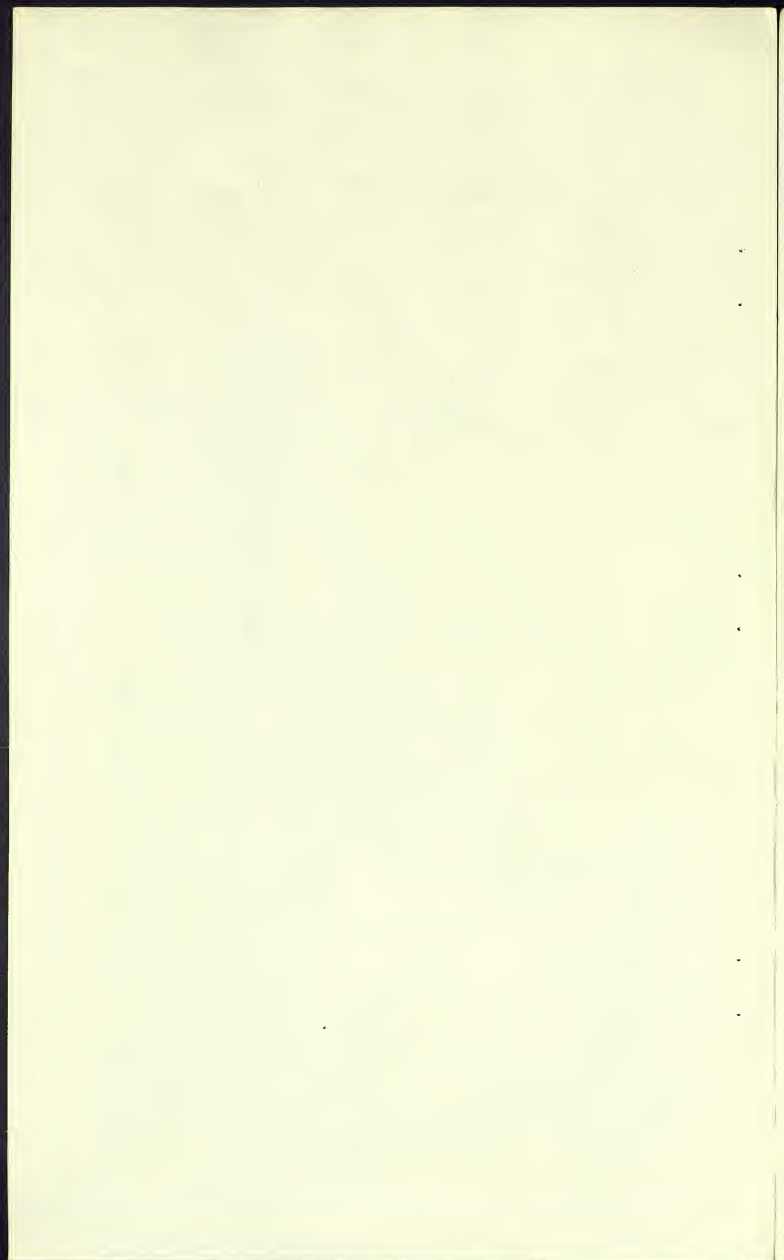
Since the sample did not include children and young persons under 21 expenditure by them or on their behalf had to be obtained by an indirect method. Expenditure for those who were away with their parents was automatically included in adult expenditure on holidays and occasional visits. There was no problem over the 59 adults making regular visits since none were accompanied by children. This leaves out of account visits paid by children when not accompanied by their parents, and these were dealt with by the questions on page 4. Sometimes information was obtained from the parents and sometimes directly from the child, depending on circumstances. In order to make this estimate as complete as possible all persons under 21 who were children of the pre-selected informant were covered, including any no longer living at home.

These questions produced details of 375 visits, incorporated in Table 6. Among the children of the 1,618 informants were nearly 70 who were living away from home; a substantial proportion of these were at boarding school or living with relatives, and the parent was able to provide the required information. Many of the older children presented a more difficult problem; some were at college, and others were married. Wherever possible, an interviewer visited them and interviewed them separately. By this means details were obtained for 24, and included in Table 6. There were a number where the interviewer could not contact them nor even ascertain whether or not they had been away. The information in Table 6 may therefore be defective, but the number of visits omitted is unlikely to be larger than 10, and bearing in mind the over-weighting of children under 21, the under-statement is probably less than £50.

Details about expenditure by or on behalf of children was included, irrespective of whether it was the mother or father who was the pre-selected informant. For this reason the reported expenditure was halved, with the exception of those whose parent was widowed, etc.. Further, since the supplementary questions on page 4 included visits by children when not accompanied by their parents, it also included any child in a holiday party containing adults who were not his parents. For this reason and to avoid duplication, expenditure on children accompanying adults who were not their parents was excluded in the estimates derived from Qs.8 and 9 on page 2 of the questionnaire. The table includes visits where the cost was paid by someone other than the informant or by the son or daughter himself. In two cases a daughter's expenses were paid by her fiancé; in four, a married daughter's expenses on honeymoon were paid by her husband, and in 11 other cases relatives or friends paid.

There were a few other problems with children, but nothing of a serious nature since the amounts were small. Included in the 375 visits of Table 6 are 33 where the cost had to be estimated either because the reported amount included some transport charges, or

/because





because the amount was not known. The "other accommodation" category in Table 6 comprises 11 visits where the child stayed in rented accommodation, and 11 miscellaneous cases, e.g. house used for summer school course; country house used by Cambridge crew while training for Henley; holiday accommodation arranged by LEA.

There were few other difficulties with regard to the questions; the only other matter worth mention concerns Q.3 where informants were asked to specify the month when the visit began. In only six cases was this not forthcoming, and they have been allocated arbitrarily to the various quarters. There were no similar problems with children's visits. Apart from the various cases mentioned above, only eight interviews were so incomplete that they had to be discarded and put with the 122 refusals.

#### A.9 Variations in the data and estimates of the sampling errors

Expenditure as defined for this survey can cover a wide variety of services. It ranged from the charge paid for a camping site for a day or two, a matter of a few shillings, to an account paid to a four-star hotel for a prolonged stay and including not only full board but many extras. It is therefore not surprising that the expenditure reported by informants shows considerable variation.

Tables 11 and 12 give frequency distributions of amounts spent per visit. Distributions are given for the three main divisions of expenditure with separate distributions for the amounts charged, or refunded, as a business expense. In the case of holidays and occasional visits the amounts are before re-weighting, and the distributions relating to married couples are therefore separated from those where the amount related to one adult, namely the informant. Both tables illustrate the wide variation in the individual amounts spent per visit. Of the 29 cases under £1 in column 1 of Table 11, 10 were charges for a camping site and 9 were hostel charges, the remainder being bed-and-breakfast charges for a single night in boarding houses. All 10 cases of amounts under £1 in column 2 were charges for camping, while the 3 cases in column 3 were for single nights spent in boarding houses. In Table 12 the 9 cases with a total expenditure less than £25 in the year related to informants who had spent a number of single nights away in accommodation varying from a camping site to a licensed hotel.

At the other extreme the larger entries in Table 11 relate either to prolonged visits or accommodation in the more expensive hotel. In particular, two of the three amounts over £75 in column 1 of Table 11 relate to temporary residence in boarding houses lasting 15 weeks or more, while most of the amounts over £100 in column 2 arose from married couples and children staying for about a fortnight at a licensed hotel.

In comparing columns 3 and 4 of Table 11 with columns 1 and 2 it must be remembered that columns 3 and 4 refer only to that part of expenditure charged as a business expense. It is possible therefore for the total for a particular visit to appear in column 2 and the amount charged as a business expense to appear in column 3, e.g. a husband and wife away together but only the husband's expenses charged to a business.

The separation between columns 1 and 2 corresponds to the way in which expenditure amounts were obtained from informants. In the main analysis information relating to married couples was given a weight of one half, and a similar procedure was followed when the

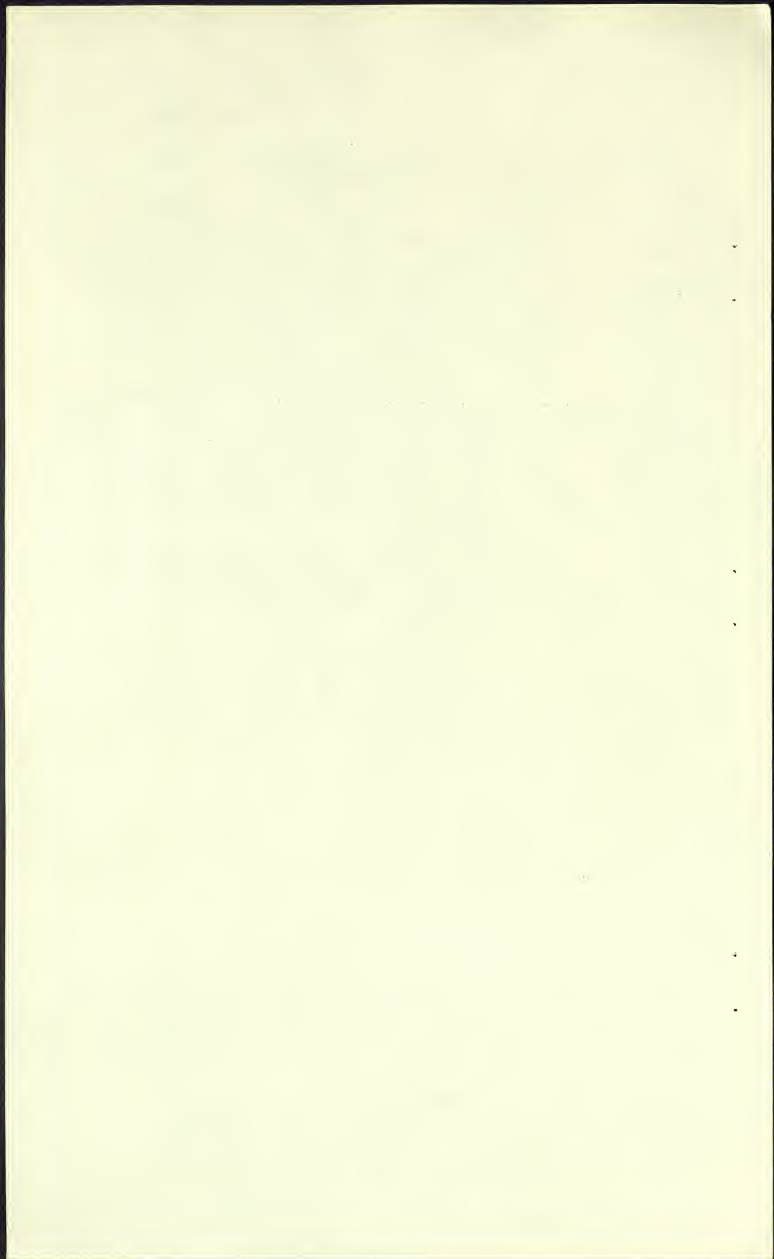


Table 11

Frequency Distribution of Amounts spent in 1964 on  
Accommodation while on holiday or other occasional visit

Amount spent on visit	All visits - Q. 9		Amounts charged to business - Q. 10		Children unaccompanied by parents Q23
£	Informant only (1	Married couple(2	Informant only (3	Married couple(4	(5
Under 1	29	10	3	-	31
1 -	239	150	75	14	137
5 -	175	267	43	12	118
10 -	100	259	15	4	45
15 -	44	179	8	4	33
20 -	30	144	5	2	4
25 -	37	328	3	2	6
50 -	4	67	1	1	1
75 -	3	22	1	-	-
100 -	-	10	-	-	-
	661	1436	154	39	375 <sup>(b)</sup>
	£	£	£	£	£
Mean per visit (a)	9.22	20.76	7.55	10.44	6.94

Columns 1 to 4 include amounts spent on children accompanying parents.

Columns 1 & 3 - Amount includes only one adult, namely the informant.

Columns 2 & 4 - Amount includes two adults.

Columns 1 & 2 - Amount is total spent on visit.

Columns 3 & 4 - Amount is total charged or refunded as a business expense.

(a) Mean per visit when expenditure by married couples given weight of  $\frac{1}{2}$ :

all visits	10.02
business expenses only	7.08

(b) This distribution includes 15 cases where there was only one parent in the main analyses, the remaining 360 cases are given the weight of  $\frac{1}{2}$  but are unweighted here.

Table 12

Distribution of Amounts Spent on  
Accommodation by regular visitors in 1964

Amount in year £	Total spent Q. 15	Business expenses - Q. 17
Under 25	9	3
25 -	15	15
50 -	10	12
75 -	5	4
100 -	8	6
150 -	3	1
200 -	3	3
300 -	1	1
400 -	3	2
500 & over	2	2
No. of persons	59	49
Mean per person	£ 111.83	£ 113.49

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amount charged as a business expense covered both husband and wife. The re-weighted averages are shown in note (a) of Table 11, and are consistent with the averages per visit in the final columns of Tables 2 and 4. The latter relate approximately to the amount spent per adult, but include the cost of children accompanying their parents, although only to the extent of one half when the child was away with both parents. In column 2 about 44% of the cases included expenditure on children, there being about 0.9 children per visit when averaged over all visits. The corresponding figures for column 1 are 5% and under 0.1 respectively.

The situation with regard to column 5 of Table 11 is somewhat different. Most visits of children were over-sampled in the ratio of two because information about them was obtained from either parent depending on who was drawn in the sample. There were a few cases, 15 in all, drawn with the correct probability, that is where there was only one parent. Since there were so few, they have been merged with the 360 without re-weighting. The mean expenditure per child is therefore close to the correct figure. Amounts in the right-hand half of Table 6 have been halved to correct for this over-weighting, but not the numbers; hence, estimates of expenditure per visit derived from Table 6 are approximately half their correct values.

Finally, Table 13 provides estimates of sampling errors for a variety of items. These estimates have been derived by pairing primary sampling units and forming an estimate of the sampling errors by a procedure described elsewhere.<sup>\*</sup> The sample design used in this survey was multi-stage, so that an estimate derived directly by the application of the conventional single-stage random formula to the amounts reported by individual informants is likely to be an under-estimate. This was tested for the main category of expenditure, and it was found that the result from the method used here gave an estimate about 20% above that from the single-stage random formula. The estimates quoted in Table 13 are considered to be more realistic than those obtained from the simple formula.

Attention was drawn earlier to the relative unreliability of the information on regular visits since there were only 59 cases in the sample of 4,338. This is further emphasized by the size of the sampling error, nearly 20%.

#### A.10 Permanent residents in hotels, boarding houses and guest houses

The material in the tables relates to holidays and other temporary visits. It does not include expenditure on accommodation in hotels, boarding houses and guest houses occupied permanently. A sample drawn from the Electoral Register, as this was, cannot be expected to provide a first-class estimate even of the number of permanent residents, let alone their aggregate expenditure. First, the numbers involved are relatively small, and it would require a large sample to provide a reliable estimate of the number of permanent residents on the Electoral Register. Secondly, some people living permanently in hotels, guest houses and boarding houses may not have their names on the Electoral Register.

/Table 13

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\* Kemsley, W.F.F., (1966) "Sampling Errors in the Family Expenditure Survey". Applied Statistics (in the Press).

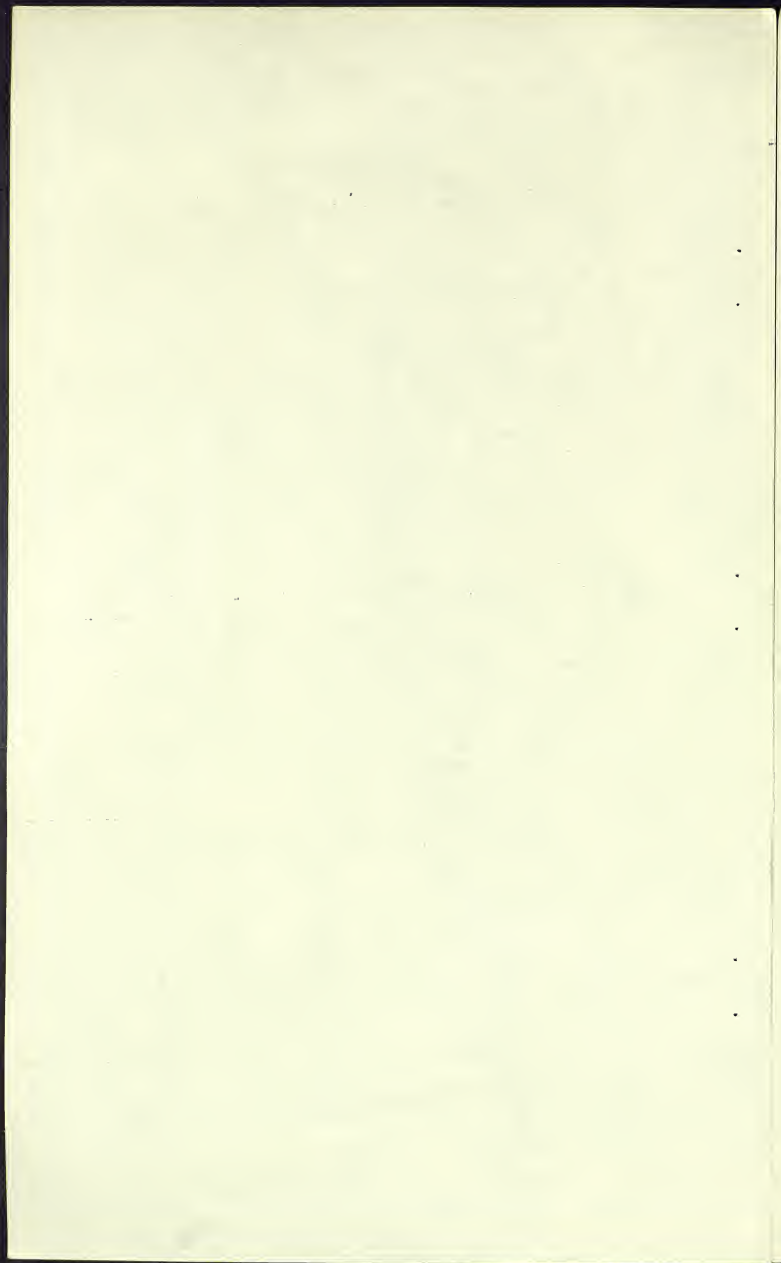


Table 13

Sampling Errors for Various Expenditure Categories - 1964

Mean Expenditure per Adult

Expenditure Category	Reference in detailed tables	Mean (a) expenditure	S.E. of Mean	Coefficient of variation
<u>Holidays &amp; Occasional Visits</u>		£	£	%
Visits spent in:				
	<u>Table 2</u>			
Licensed hotels	rows 1 & 7	1.61	0.113	7.02
All other types of accommodation	rows 2-6 & 8-12	3.01	0.140	4.64
Inclusive coach tours	row 13	0.22	0.044	20.44
All Visits	Total of Table 2	4.84	0.202	4.17
Breakdown of "All other types of accommodation":				
Unlicensed hotels	rows 2 & 8	0.51	0.061	11.98
Boarding houses etc.	rows 3 & 9	1.38	0.082	5.95
Other	rows 4-6 & 10-12	1.12	0.073	6.55
		3.01		
<u>Regular Visits</u>	<u>Table 5</u>			
Licensed hotels	row 1	0.98	0.283	28.76
All other	remainder	0.54	0.114	21.27
All Regular Visits	Total of Table 5	1.52	0.295	19.37
<u>Regular &amp; Occasional Visits inc. Holidays</u>				
All visits	Tables 2 & 5	6.36	0.388	6.10
Licensed hotels only		2.59	0.328	12.66
Expenditure included above which was charged to or refun- ded as <u>Business Expense</u>				
From: occasional visits	Table 4	0.31	0.051	16.06
regular visits	Table 5	1.28	0.257	20.02
All business expenses		1.59	0.264	16.53
<u>Unaccompanied Children</u>				
All visits	Table 6	0.31	0.028	8.88

(a) Averaged over 4,338



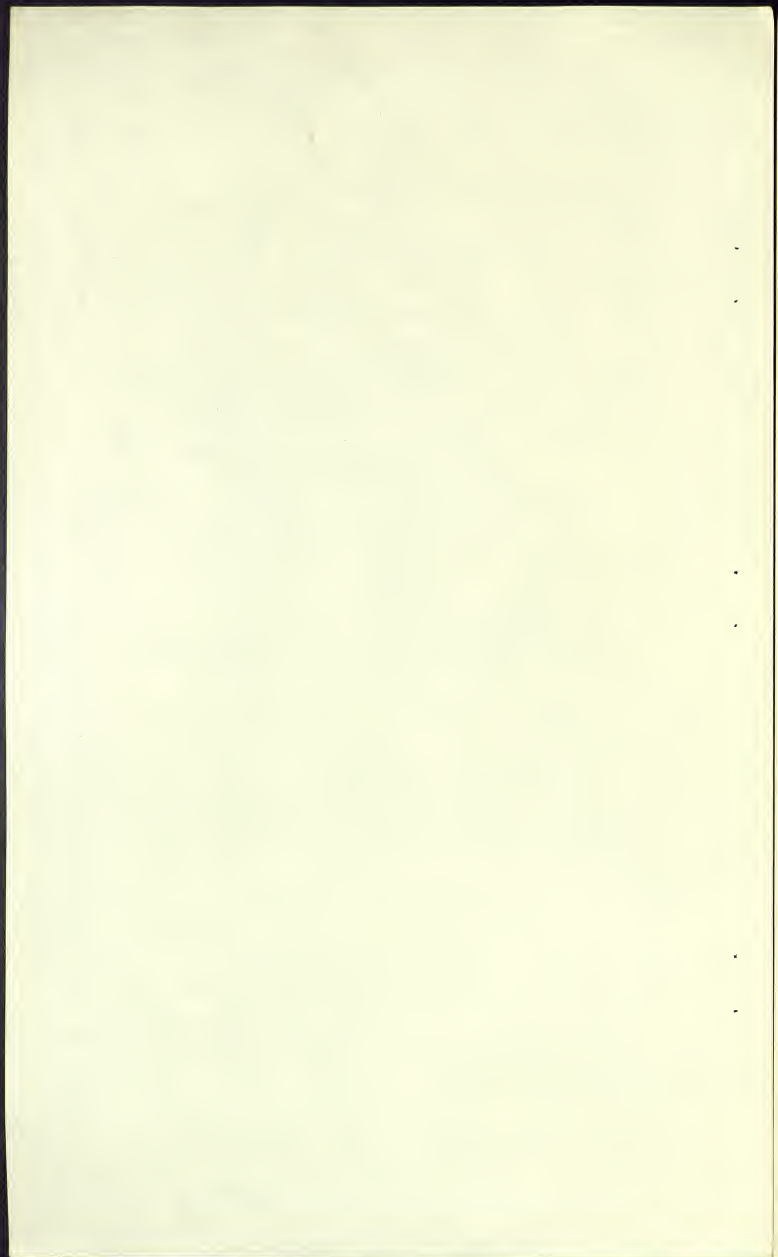


In spite of these objections, experiments were made in 1960 and 1964 to collect some information on this subject. In 1960 the postal form contained the question "If you usually make your home in an hotel, guest house or boarding house, please put a tick here...."; 280 out of 2091 postal replies, or 13.4 per cent did so. This result was clearly incorrect, and in follow-up interviews each reply was investigated. It was found that only two were correct. The total annual expenditure of these, and two others found among the non-respondents was £481.

The experiment was repeated in 1964 with the question on the postal form modified to read "Most people to whom we are writing will be living in their own homes; if you are living permanently in an hotel, guest house or boarding house, please put a tick here.....". This produced only 78 out of 4,177, or 1.9 per cent. All 78, including 38 who appeared to have had no expenditure within the scope of the enquiry, were included in the follow-up interviews. Eventually, only 10 cases at the most were found which came within the definition of permanent residents, and this 10 included some non-respondents to the postal questionnaire. A few of the discrepancies were straightforward errors caused by a misunderstanding of the question, but most had a simple explanation, e.g. resident was living as a boarder in a private household but not in a commercial boarding house, or as a resident in an old peoples' home or institution, or living in rooms but catering for himself.

Of the 10 cases, five were proprietors of establishments, one was an employee and only four were residents paying for their accommodation. All four were living in boarding houses, and two had been resident for only a part of the year. Their aggregate expenditure on an annual basis was about £900.

No case was found where the informant was residing permanently in an hotel, whether licensed or unlicensed and it can only be presumed that the Electoral Register is not an adequate sampling frame for this purpose. The numbers involved are so small that it is quite conceivable that some were missed, possibly as refusals to the follow-up interview or among those who had left the district and could not be contacted by interviewers or through the post. This seems to confirm that this form of approach is unlikely to yield a satisfactory sample of permanent residents or provide a reliable estimate of their expenditure.





C. THIS SECTION APPLIES TO ALL CODED 3 ON ADDRESS LIST. IF NOT CODED 3 CONFIRM THAT INFORMANT DID NOT STAY IN ACCOMMODATION FOR WHICH A CHARGE WAS MADE.

You have told us that at some time in 1964 you stayed in accommodation for which a charge was made.

(During 1964 did you stay...../

EXCLUDE VISITS TO: a) OWN WEEKEND COTTAGE, CARAVAN ETC.

b) THOSE (e.g. relatives or friends) NOT MAKING A CHARGE ON A COMMERCIAL BASIS.

- |   |     |    |
|---|-----|----|
|   | Yes | No |
| 1 Did you stay more than once in 1964 in accommodation of this kind?          | 1   | 2  |
| 2 Were any of these visits made regularly, at least as often as once a month? | 3   | 4  |

ASK Qs. 3 TO 10 ABOUT ANY VISITS CODED 1 BUT NOT INCLUDED IN 3.

ASK Qs. 11 TO 17 ONLY FOR VISITS CODED 3.

USE A SEPARATE COLUMN FOR EACH VISIT

3 When were you away?	Month in 1964 when visit began				
4 For how many nights was this?					
5 Did you stay (at least one night) in:					
	England, Wales, Scotland	1	1	1	1
	N.Ireland, Isle of Man, Channel Islands	2	2	2	2
	Abroad, inc. Irish Republic	3	3	3	3
IF 3 NO FURTHER DETAILS ARE REQUIRED ABOUT THE VISIT					
IF 1 OR 2 - ASK Q. 6 ETC.					
6. Did you stay in one place,		4	4	4	4
or were you touring privately,		5	5	5	5
or with an inclusive coach tour?		6	6	6	6
ALL VISITS SPENT AT ONE PLACE - CODE 4 & ASK Q. 7.					
TOURING PRIVATELY - CODE 5 & ASK Q. 7 about type where most nights spent.					
TOURING BY COACH - CODE 6 AND GO TO Q. 8.					
7. Did you stay in		1	1	1	1
Licensed hotel		2	2	2	2
Unlicensed hotel		3	3	3	3
Boarding house, guest house,		4	4	4	4
private household as a boarder		5	5	5	5
Holiday camp		6	6	6	6
Hostel, e.g. Y.M.C.A., Y.M.C.A., hostel		7 A	7 B	7 C	7 D
owned by employer					
Or did you cater for yourself in rooms,					
bungalow, caravan or other					
accommodation rented temporarily					
Or had you some other arrangement					
SPECIFY ON PAGE 3 OTHER ARRANGEMENTS (Give letter)					
8 Did you go alone or were you accompanied	Alone	1	1	1	1
by members of your family or friends?	With husband or wife	2	2	2	2
IF NOT ALONE	Own children under 21 (No.)	3	3	3	3
CODE ALL	Other children " " (No.)	4	4	4	4
THAT APPLY	Others aged 21 & over (No.)	5	5	5	5
9. How much did the accommodation for you, (your wife/husband)		E	E	E	E
(and your children) cost for the whole of your stay?		S	S	S	S
NOTE: This sum is total bill, whatever it is, that was paid to the establishment, excluding items (e.g. drinks) paid separately.					
Include cost of accommodation occupied by informant, wife/husband and any children under 21, i.e. only those coded 1, 2 or 3 in Q.5, irrespective of who paid.					
Give details of all pro rata calculations and any other comments on page 3 opposite					
10 Was any of this expenditure charged as an expense to	Yes	5	5	5	5
a business or paid for by your employer or some	No	6	6	6	6
organization?					

IF YES, GIVE DETAILS AND INCLUDE AMOUNTS NOT YET REFUNDED.

You told me earlier that you were away regularly once a month or more.

- 11 Were these visits in this country or abroad?

CODE BOTH	This country (England, Wales, Scotland, N.Ireland, Isle of Man, Channel Islands)...	1
IF NECESSARY	Abroad (inc. Irish Republic).....	2

IGNORE VISITS ABROAD.

- 12 (When you make visits in this country)  
do you usually stay in a licensed hotel..... 1  
unlicensed hotel..... 2  
boarding house, guest house..... 3  
hostel..... 4  
other, specify..... 5

CODE ONE ONLY. IF INFORMANT CANNOT DECIDE AS BETWEEN TWO, GIVE NUMBER OF NIGHTS SPENT IN EACH IN 1964.

- 13 How many visits did you make in 1964 (excluding holidays & other visits we have already discussed)?

2 5

- 14 How much did the accommodation cost in total last time you were away in 1964?

Yes..... 1

IF NO: (a) How much was the usual amount?

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IF UNABLE TO GIVE USUAL COST OR FIGURE WAS VERY VARIABLE, LIST THE TOTAL AMOUNT OF EACH BILL.

- 16 Did this sum cover anyone besides yourself?

No. .... 2

IF YES, GIVE DETAILS

- 17 Was any of this expenditure charged as an expense to a business, or paid for by your employer or some organization?

No. 3

IF YES, GIVE DETAILS AND INCLUDE AMOUNTS NOT YET REFUNDED

USE THIS SPACE FOR: Q. 7 code 7 - specify 'other arrangement', give letter.

0.9 - details of pro rata adjustments etc. and other comments.

D You have told us that you have a son/daughter who has been away from home independently of his parents and stayed in accommodation for which a charge was made. I would now like to ask some questions about this.

EXCLUDE RESIDENCE WHILE AT BOARDING SCHOOL OR UNIVERSITY.

USE A SEPARATE COLUMN FOR EACH VISIT.

18 Relationship of child to named subject

19 Age of child

20 When did visit begin? Month in 1964

21 Did he/she stay in: England, Wales, Scotland 1 1 1 1  
N.Ireland, Isle of Man, Channel Islands 2 2 2 2  
Abroad, Inc. Irish Republic 3 3 3 3

IF 3 NO FURTHER DETAILS OF THIS VISIT ARE REQUIRED.

22 Was this: in school buildings 1 1 1 1  
camping - organised (School/Guides, etc.) 2 2 2 2  
- privately 3 3 3 3  
licensed hotel 4 4 4 4  
unlicensed hotel 5 5 5 5  
boarding house, guest house, private household  
as a boarder 6 6 6 6  
holiday camp 7 7 7 7  
hostel, Y.H.A., Y.M.C.A., etc. 8 8 8 8  
other, specify 9 9 9 9

E S E S E S E S

23 How much did this accommodation cost for the whole of his/her stay?

24 Who paid for it? parent 1 1 1 1  
child himself 2 2 2 2  
another adult in some holiday party  
as child; give details 3 3 3 3  
other arrangement, specify 4 4 4 4

INFORMATION GIVEN BY: child 5 5 5 5  
parent 6 6 6 6  
other, specify 7 7 7 7

AFTER COMPLETION OF SECTION D, COMPLETE CLASSIFICATION B (111).

E ALL CODED 3 OR 4 IN B (iv) OF CLASSIFICATION

You told me earlier that you were living permanently in an hotel/boarding house/guest house. In this survey we are interested in all expenditure on accommodation of this kind, whether people are on holiday or have been living in an hotel/boarding house/guest house for some time.

25 Would you tell me how much this costs? Per month.....1  
or Per week.....2

E S  
-----

DO NOT FORGET TO LOOK BACK AT SECTION A AND NOTE ANY DISCREPANCIES.

Expenditure on Accommodation Away from Home - 1964Instructions for the follow-up interviews with Respondents to the Postal QuestionnaireIntroduction

The Social Survey has been asked by the Board of Trade to estimate the total expenditure of people staying in hotels, guest houses and similar establishments which make a charge for the accommodation provided. The results are required partly to supplement information which the Board of Trade itself is collecting direct from catering establishments. They also form part of the statistical information which the Board has to supply to the Central Statistical Office. One of the many statistical functions of the C.S.O. is to make quarterly estimates of the income and expenditure of the whole country, and to show how total expenditure is divided between broad groups of items. Some of the information required for these estimates is obtained from other Government Departments, but no figures are available showing how much money is spent in various kinds of establishments providing accommodation. This survey is an attempt to fill this particular gap. A similar survey was carried out by the Social Survey in 1960. From that inquiry it was calculated that the total expenditure was about £250 million, and because of its importance the Board of Trade now want to bring this figure up to date.

Outline of the survey procedure

For this inquiry a sample of just over 5,000 individuals has been selected from the Electoral Registers of 81 administrative areas. We could proceed by interviewing everybody about their expenditure on accommodation they temporarily occupied while away from home, but this would have the disadvantage that a proportion of the sample either would not have been away, or would have stayed with friends or relatives. Therefore in order to avoid interviewing people who cannot directly contribute to the information, we have carried out a preliminary postal survey, and from the replies we have drawn out those whose answers suggest that they may have had such expenditure during 1964. These people constitute the sample for the interview stage. Interviewers are being asked to call on this sample and put detailed questions about expenditure. Also on the address lists are names of non-respondents to the postal questionnaire. Altogether the sample for interviewing is about 2,500.

The interview questionnaire, SS 721/2D, deals with expenditure on accommodation in which the named person temporarily stayed in 1964, and also, in Section E, with expenditure while permanently resident in a hotel, boarding house or guest house. Expenditure on any other category of accommodation, e.g. permanent residence in an institution or rent of a house paid continuously for a long period, is excluded.

The Postal Questionnaire

Attached to these instructions are copies of:

- (a) the postal Questionnaire - SS 721/2C
- (b) the covering letter, SS 721/2A, dated November 1964 and sent to the original sample about 6th November
- (c) two short reminder letters which were sent to non-respondents at approximately two-week intervals afterwards; a second copy of the questionnaire was enclosed with the first reminder SS 721/2R

/Introduction



### Introduction to the survey

You will be able to frame your introduction to this survey from the details in the letter originally sent to informants (b above) and in particular you can refer to the use of such information by the Central Statistical Office when calculating how the income of the country is spent. However, this will often be unnecessary; the fact that each person on your address list will have already received one or more letters from us will probably be a sufficient introduction. You should carry with you a separate copy of the covering letter and the postal questionnaire, and be prepared for people who deny ever receiving the questionnaire, or have forgotten about it.

In their replies to the postal questionnaire a few people commented that it carried no direct question on expenditure in spite of the reference to the subject in the covering letter and in the title of the survey. You may have to explain that as well as giving us information on how many people had been away, it has also enabled us to eliminate from the sample people who had not been away and who therefore could not have incurred any of the expenditure in which we are interested.

Some also commented on the presence of a reference number on the questionnaire, and a few removed it. The latter cases will be included among the non-respondents on the address lists since there was no way of identifying them.

### The address List

The address list gives names and addresses of individuals who have returned a postal questionnaire saying that they, or their children, stayed at some time in 1964 in accommodation for which a charge was made. In the column headed "Information from postal" a "3 - Yes", "4 - Yes" or "5✓" have been put in to indicate how the questions were answered on the postal questionnaire. The non-respondents to the postal questionnaire who are also on the address list are distinguished by an "X" in the "Information from postal" column.

The lists were made up as replies came in and therefore are not always in serial number order. Interviews should be carried out in the most convenient order.

### Non-contacts and refusals at the interview stage

A form must be returned for each case where no interview was obtained. As much information as possible should be given in Section B on page 1, with an explanation in (v) as to why the schedule was not completed. A 'no reply' should not be accepted until at least four calls have been made.

### Notes on individual questions on the interview schedule - 721/2D

Reference number - This consists of two parts, both two-digit numbers:

- (i) an area code in the left hand box, copied from the upper left hand corner of the address list;
- (ii) a serial number in the right hand box, copied from the first column of the address list.

### Section A

Your first job after filling in the usual details at the top of the questionnaire is to ring the appropriate codes on the left of Section A, then go on to ask the details in the appropriate sections of the questionnaire which apply. If you find that the codes given on the

/address



address list prove to be incorrect, do not change them in Section A or on the address list, but explain in the appropriate space in Section A and ask the questions applicable to the correct code. Do not give the impression that a mistake has been made. In 1960 it was found that some errors had arisen on the postal questionnaire for the following reasons:

- (a) The form had been filled in by the wrong person, e.g. husband instead of wife.
- (b) The limitation to one year had been overlooked.
- (c) Question 3 had been answered 'Yes' when 'payment' had been a present given to a relative with whom the informant had stayed.
- (d) A similar misunderstanding was sometimes found with question 4. Moreover, section D should only be asked if the child was not accompanied by either parent.
- (e) Question 5 had been misunderstood; it was intended to apply only to those who were permanently resident in an hotel, guest house or boarding house.

Apart from people who have been included in the sample because there was a misunderstanding over one or other of the questions on the postal questionnaire, there will also be some non-respondents who, as a result of the interview, are found to have no expenditure in the categories covered by the schedule. In any of these cases ring '1' at the foot of Section A and explain in the space above how this has occurred.

#### Section B

This should be completed as early as possible in the interview, but note that the second part of item (iii), if applicable, must be completed at the end of the interview. "Children" includes adopted and foster children, but excludes any children of a previous marriage for whom the named person has no direct responsibility.

In item (ii), code 2 implies that husband and wife are living together in the same household; this code is still appropriate when the husband is temporarily away from home. Difficulty may arise over a separated couple. The Social Survey Handbook for Interviewers states: "People living apart from their spouse, but not legally separated, are still classified as married". In this survey such a person should be coded 3 and a note added.

#### Section C

This applies to all coded 3 in Section A. If not coded 3, first confirm that the named person did not stay in accommodation for which a charge was made before moving on to Section D and/or E.

#### INCLUDE ALL ACCOMMODATION OCCUPIED BY NAMED PERSON:

- 1 irrespective of whether named person or a relative or friend paid for it;
- 2 where payment was made or refunded by a business or any organization, including non-profit-making bodies.

#### EXCLUDE VISITS:

- 3 to other property (house, bungalow, flat, caravan, boat etc.) owned or rented permanently by the named person and his wife/husband.

- 4 to relatives or friends to whom the named person gave a present of money; this exclusion still applies even if the accommodation is usually let on a commercial basis.

Since the survey is concerned with expenditure in this country the detailed questions after Q. 5 do not apply to holidays and other visits abroad. In such a case check whether the informant had spent a part of his holiday in this country. Sometimes people going abroad spend a night or so in this country on their way; the accommodation for even one night will give rise to expenditure in the U.K. and this should be dealt with in Section C, noting that the major part of the holiday was out of the country.

#### Question 2

The purpose of this is to sort out regular visits defined as "at least once a month" from the rest. Other visits, e.g. holidays, should be taken separately and Qs. 3 to 10 asked about each one in turn. If the questions about any one visit terminate before Q. 10 is reached (because the visit was outside the U.K. or because the accommodation occupied by the named person was not paid for on a commercial basis) proceed with another visit, if there is one; if not, go to Q. 11 if applicable; if not, go to Section D or E where applicable. Most people will have had only one or two visits away from home during the year, and the four columns allowed on the schedule are ample; however, if the informant has had more than four occasional visits, use a second schedule, pinning it to the main one.

#### Question 6

"An inclusive coach tour, code 6" must be a tour by coach in which nights are spent in different places. An arrangement whereby an inclusive charge covers both accommodation and transport but the visit is spent in one place, apart from day excursions, should be coded 4; this applies whether transport was by rail, coach or by any other means. In such cases also give an estimate of the cost of transport; if it is not possible to do this, give the origin and destination of the journey and the method of transport so that the coders can eliminate the cost of transport from Q.9. In the unlikely event of anyone travelling in this country on an organized tour by any means other than a coach, do not code Q. 6 but explain in a note.

#### Question 7

- 1 "Licensed hotel" includes all hotels with a licence for alcoholic drink, irrespective of the kind of licence.
- 3 Someone who stays as a boarder is code 3 whether he stayed in a boarding house (i.e. 4 or more boarders) or with a private household (less than 4 boarders); note that in classification item (iv) the two categories are distinguished as in the usual Social Survey definition.
- 6 "Or did you cater for yourself in rooms etc." - the emphasis is on "rented temporarily"; visits to a house, caravan etc. rented on a permanent basis are excluded. Payments for a camping site are included in code 6.
- 7 "Or did you have some other arrangement" - if this produces an answer relating to accommodation on a non-commercial basis (e.g. gift of money to relative) note this on page 3 against letter and discontinue questions about that visit.

Questions 8 & 9

The expenditure required in Q. 9 is the cost of the accommodation occupied by the named person irrespective of whether he or she paid for it. If the named person was accompanied by wife or husband (remembering that the named person may be of either sex) and/or children under 21, the cost should include them as well. In this context children means children of the named person including adopted and foster children but excluding any of a previous marriage for whom he or she has no longer any direct responsibility. Any other children are to be excluded from Q. 9 because any expenditure on their holidays has a chance of being picked up in Section D if their parent(s) happen to fall into the sample. Expenditure on accommodation occupied by friends or relatives is also to be excluded from Q. 9.

Q. 8 has been inserted as a preliminary in order to show who should be included in Q. 9. "Others", codes 4 and 5 of Q. 8, are limited to friends and relatives; do not include every member of an organized party. Code 1 applies only when the named person was away alone. If husband and wife were away together, code 2 (not 1) applies. If named person was away without her husband but accompanied by children under 21, code 3 (not 2) applies. This is also the case for a father who is accompanied by his children but without their mother. If husband, wife and children are away together both codes 2 and 3 apply. When codes 3, 4 or 5 apply ring the code and give the number of persons as appropriate. Except in the case of code 1 put a dash in the number box to the right of any code 3, 4 or 5 that does not apply.

If Q. 8 indicates that the party includes others (i.e. codes 4 or 5) besides the named person's wife or husband or their children under 21, the amount in Q. 9 should be adjusted to make it refer only to the immediate family as defined above. In arriving at the figure the interviewer or the informant may have to do some sums; if so, the details should be shown on page 3. For example, if the total bill for accommodation was £45 and this included the cost for the named person his wife and their two children together with wife's sister and her child, the cost required might be put at £30 for the two adults and two children. This would be the amount to be entered in Q. 9, and a note on page 3 should explain how this was arrived at. A further example arises if 2 friends share a room but one of them pays the bill, of say £32. Only the amount for the named person, say £16, should appear in Q. 9, but a note on page 3 should give both figures. Apart from the complications just discussed, the amount in Q. 9 should be the total bill paid to the establishment. This means that the answers will vary from amounts covering only accommodation or bed and breakfast, to bills covering not only full board, but also many other items and extra services provided by an hotel. Similarly, if a service charge is on the bill it is to be included in Q. 9, whereas individual tips should be excluded. Drinks paid for separately at the hotel bar should also be excluded if possible. Do not be disturbed because the answers in Q. 9 vary in this way. This variation is quite in order since we are trying to estimate the gross income or takings of hotels and similar establishments, and the gross income is made up of many different forms of service.

Questions 11 to 17

This part of Section C will apply to a small proportion of the sample, to people such as commercial travellers. Nevertheless, they make a very substantial contribution to total expenditure; in 1950 this part of the survey accounted for about one-third of the total expenditure. It is therefore most important that we get Qs. 11 to 17 completed where they apply.

By definition, these questions should be used where there were at least 12 regular visits in 1964. If the named person usually makes regular visits but one or two were missed in 1964, this part of Section C

/ should

should still be used in preference to Qs. 3 to 10. However, if there are only eight or fewer, each visit should be dealt with separately and entered in Qs. 3 to 10.

Normally the cost in Q. 15 will relate only to the named person, irrespective of whether he actually paid, or not. Notes about other persons included, e.g. wife, or about any calculations to arrive at the figure for Q. 15, should appear in Q. 16.

Generally speaking, the same definitions apply to Q. 15 and the other questions in this part as to the corresponding items in Qs. 3 to 10. However, in the unlikely event of someone staying as a boarder in a private household, use code 5 in Q. 12.

#### Section D

Since the sample does not include anyone under 21, information about holidays and other visits made by children under 21 has to be obtained in the course of dealing with the adults in the sample. Each child of the named person should have been recorded in classification item (iii) whether the child was living at home or not. Holidays of children when accompanying parent(s) will automatically be included in Q. 9. This section therefore applies to the visits of any child of the named person which the child made unaccompanied by either parent. If the child has been away with any other adult you should explain this when answering question 24 (code 3).

All children under 21 of the informant are covered here, whether they are still living at home or have left home. If a son or daughter under 21 is living away from home, you should still try to get Section D completed, but if this is not possible note this against the second part of item (iii) of Section B; make sure you do this before returning the schedule.

Apart from these remarks, the comments made in Section C also apply. In particular, the section does not include expenses on accommodation which the child or young person under 21 has been occupying on more or less a permanent basis. That is, it excludes residence at boarding school or university whether the child lived in a hostel or 'digs'. It excludes the board and lodging of a son or daughter living away from home, or money deducted from a nurse's pay while living in a nurses' home.

#### Section E

In general, this survey excludes the cost of accommodation occupied on a 'permanent' basis. No account should be taken of the rent of rooms, of a caravan site paid continuously over a period of time, or payments to an institution by a permanent resident. There is one exception, namely permanent residents in hotels, boarding houses and guest houses. Hence, we are asking any members of the sample who happen to fall into this category, how much they pay for their accommodation. Not many people come in this category, but most of them will live there all the year round. Therefore, like commercial travellers, they may make a substantial contribution to the total estimate of expenditure. Thus, it is important that, if possible, we get information about them.

The section applies to all coded 3 or 4 in classification item (iv); it does not apply to those coded 1, 2, 5 or 6. From our experience in 1960 we know that some people are likely to have misunderstood Q. 5 on the postal questionnaire and ticked it incorrectly; such cases must be noted at the foot of Section A.

# ENQUIRY INTO EXPENDITURE ON ACCOMMODATION AWAY FROM HOME - 1964

We would like this form to be answered by the person whose name appears on the envelope. If he or she has moved and it is not possible to send this form on, please return it explaining the circumstances below.

Please put a tick in the appropriate box

- 1 Have you had a holiday away from home this year, that is since 1st January 1964?

Yes No

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

- 2 Apart from a holiday, have you been away from home for one night or more this year, on business or for any other reason?

Yes No

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

- 3 Have you stayed at any time in 1964 in accommodation for which a charge was made?

Yes No

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

We are not writing directly to children and young people under 21, but if you have a son or daughter under this age, whether living at home or away, please answer the next question:

- 4 Apart from any holiday or visits with you, has he or she been away from home at any time this year and stayed in accommodation for which a charge was made.

Yes No

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

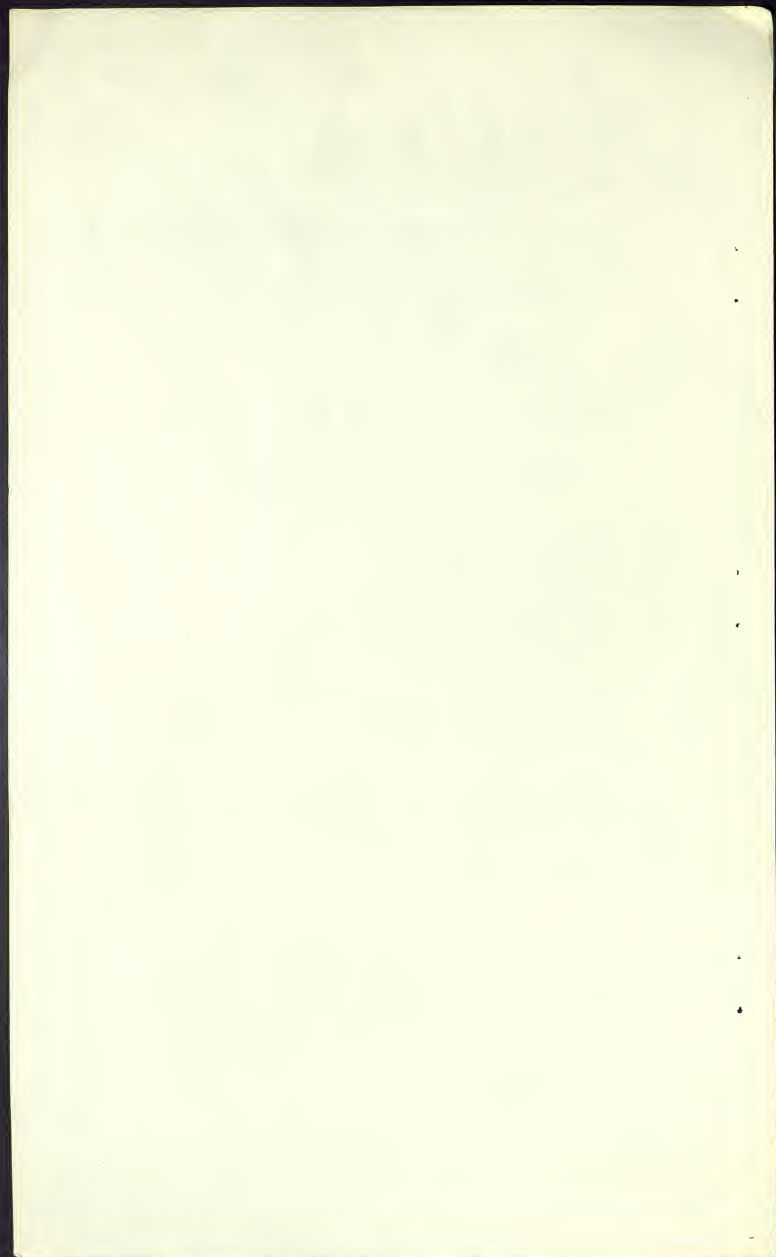
- 5 Most people to whom we are writing will be living in their own homes. If you are living permanently in an hotel, guest house or boarding house, please put a tick here

.....

IMPORTANT: Please complete this form even if your answer to every question is "No", and return it to:

The Social Survey,  
Central Office of Information,  
Atlantic House,  
Holborn Viaduct,  
London, E.C.1.

in the enclosed envelope.





THE SOCIAL SURVEY



TELEPHONE: CITY 5744  
EXTENSION.....  
TELEGRAMS: HOLBIFORM  
LONDON E.C.1

## CENTRAL OFFICE OF INFORMATION

ATLANTIC HOUSE, HOLBORN VIADUCT, LONDON, E.C.1

Your reference.....

SS 721/2A

Our reference.....

November, 1964

Dear Sir or Madam,

I am writing to ask for your help in a survey which we are making for the Board of Trade. In this survey we are trying to find out how much was spent in 1964 on holiday accommodation and other accommodation at which people stayed while temporarily away from home for any other reason.

A similar survey was made in 1960 and the results indicated that this expenditure was about £250 million — an amount similar to that spent on all forms of entertainment — and because of its importance it is necessary to bring the estimate up to date.

Information on spending (spending on food, housing, clothing, furniture, cars and so on) is of particular importance to the Government in framing its economic policy to maintain a proper balance between our resources and the demands on them. Personal spending on goods and services forms a very large part indeed of the demand on our national resources, and changes in the amounts spent can very quickly disturb the balance of our economy. For that reason reliable statistics are needed on all kinds of spending including spending on accommodation away from home.

To provide a basis for an estimate the first need is to find out how many people go away, either for a holiday or for any reason, and stay in accommodation for which a charge is made. It is for this preliminary stage that I am asking on behalf of the Board of Trade for your help.

This letter is being sent to a cross-section of people, including yourself. We hope that you will help us by answering the simple questions on the enclosed form. Please complete the form even if your answer to every question is "No"; it is important that the replies we receive should be representative and this means that we need to have the forms back from everyone, whether their answers are "Yes" or "No".

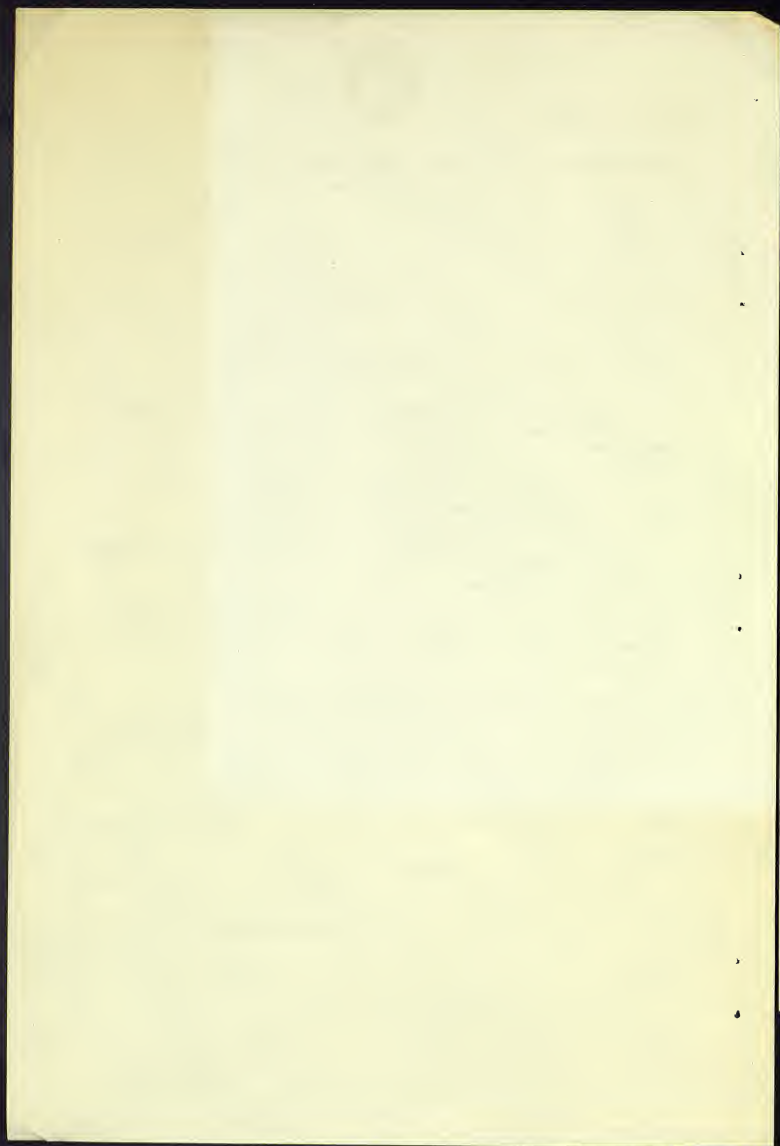
I should explain that the Social Survey is a government body which relies entirely on voluntary co-operation. The information which you give will be treated in strict confidence; you will notice that the form does not contain your name, nor should it be signed.

Do, please, complete and return the form as soon as you can.

Yours faithfully,

*W. F. F. Kemsley*

W. F. F. Kemsley





THE SOCIAL SURVEY



TELEPHONE: CITY 5744  
EXTENSION: 3111  
TELEGRAMS: HOLBINFORM  
LONDON E.C.1

**CENTRAL OFFICE OF INFORMATION**

ATLANTIC HOUSE, HOLBORN VIADUCT, LONDON, E.C.1

Your reference .....

Our reference **SS 721/2R**

November, 1964

Dear Sir or Madam,

A week or so ago I wrote to a number of people, including yourself, asking them to complete a form in connection with an inquiry into expenditure on accommodation away from home.

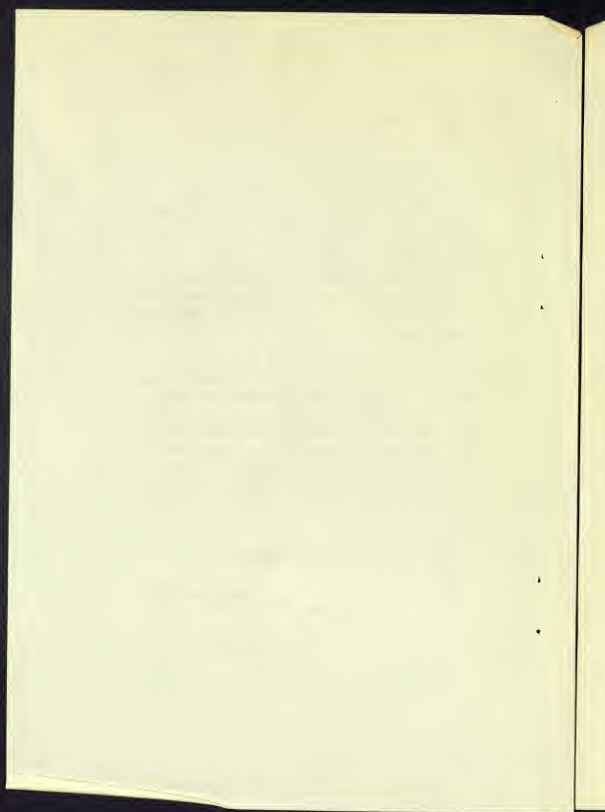
At the time of sending this letter no reply had been received from you, and in case you have mislaid the form another is enclosed. May I once again ask you to help by completing and returning the form to me, even if your answer is "No" to each question. The reliability of the results in our inquiry depends very much on our getting an answer from everyone we selected for the sample.

If you have returned the form in the last few days, please ignore this letter.

Yours faithfully,

*W. F. F. Kemsley*

W. F. F. Kemsley



THE SOCIAL SURVEY



TELEPHONE: CITY 5744  
EXTENSION . . . . .  
TELEGRAMS: HOLBINFORM  
LONDON E.C.1

**CENTRAL OFFICE OF INFORMATION**

ATLANTIC HOUSE, HOLBORN VIADUCT, LONDON, E.C.1

Your reference .....  
Our reference **SS 721/2r** .....

December, 1964

Dear Sir or Madam,

In November I sent you a form concerning an inquiry we are making into the amount of money people spend on accommodation while away from home.

Most people have already replied, but it is possible that a few have not done so because they have not been away recently. I do not know whether you have been away or not, But I am most anxious to have a reply from everyone, including yourself.

It would be a great help if you would now complete the form and return it to me.

Yours faithfully,

*W.F.F. Kemsley*

W. F. F. Kemsley

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*Date of Issue*

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